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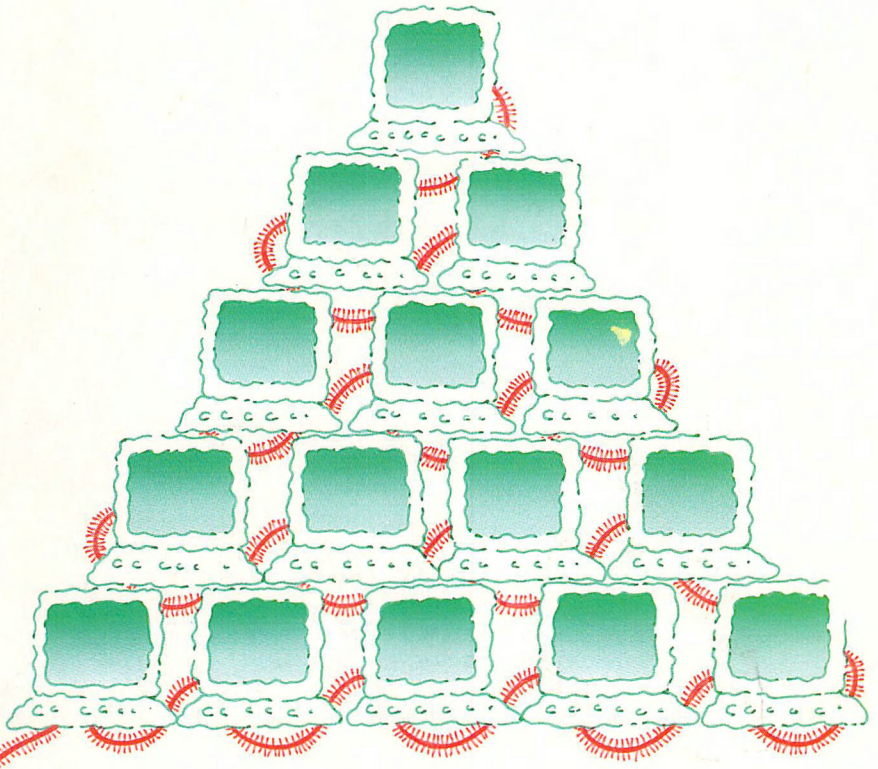

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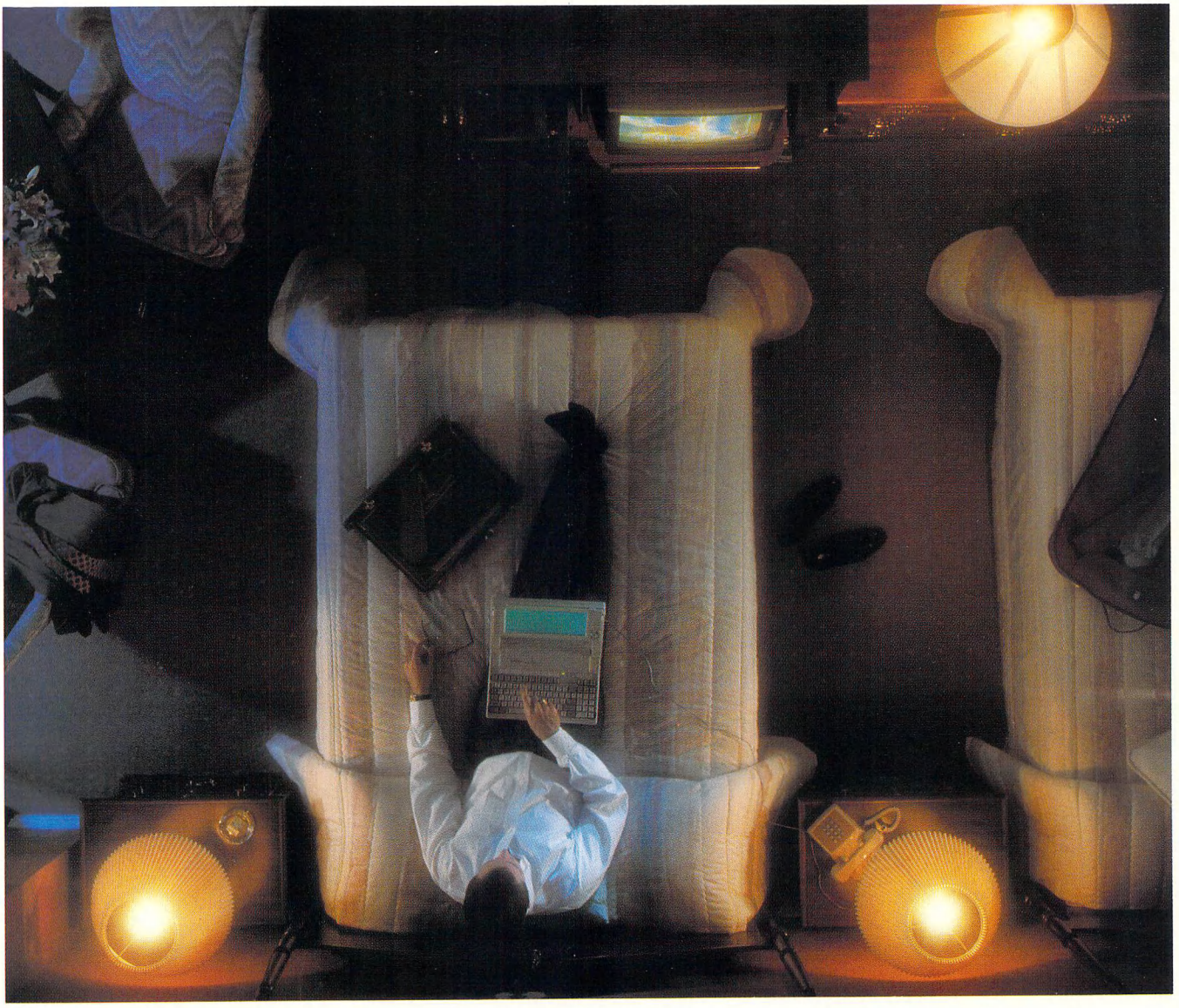

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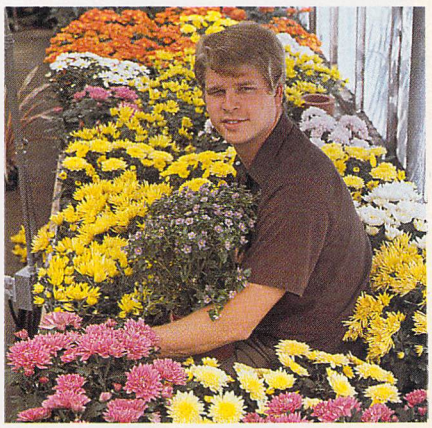
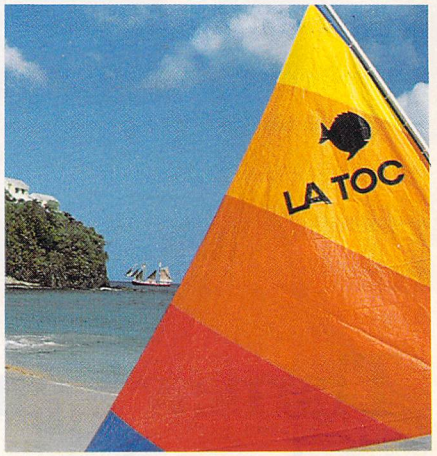


Chuck Knoll of Walter Knoll Florist and many other Electronic Mall merchants offer the convenience of shopping anytime—page 20



Sail the clear tropical waters of an island paradise—page 60

Too Hot to Print

Catch computer industry news as it happens, keep up with online events, read special reports, commentary and more product reviews. You'll find it only in *Online Today Daily Edition*, a daily-updated newspaper full of information that's too hot to print. GO OLT.

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LETTERS

Career Changers

I enjoyed reading "Changing Careers in Mid-Stream" (August issue, page 14). However, there are a couple of details about my professional background that I wish to clarify.

What the article doesn't say is that I didn't go directly from broadcasting to Egghead Discount Software, and I did not quite learn all I know about computers from CompuServe. While CompuServe has been invaluable, I also covered technology while a broadcast reporter, hosted and produced a national award-winning computer news and interview show, and wrote for *OMNI*, *MacWeek*, *MacGuide* and other technology publications. In addition, I have owned Apple computers since 1984 and worked for a year as a communications manager for the Apple Programmers' and Developers' Association before joining Egghead.

I use CompuServe extensively to keep up-to-date on what's happening in the computer industry, but it isn't my sole source of information. Otherwise, the article makes fascinating reading.

Frank Catalano
Egghead Discount Software
Issaquah, Wash.

According to this article, "workers will make an average of 12 to 14 job changes in their lifetime," while the "average job tenure is about 6.6 years."

That calculates out to an average of 79 to 92 years of work, not counting intervals of unemployment, education, childhood and other such economically trivial activities. All of those bestsellers about longevity must be having a greater and more immediate impact than I had suspected.

Pierce R. Butler
Gainesville, Fla.

August Issue

Your August issue has some interesting statements about computing. I am, however, a bit concerned about the unquestioning way in which many are accepting this revolution.

In the article "Institute Addresses Information Revolution" (page 5), Paul Zurkowski notes that nearly everyone took advantage of free libraries in the early 1900s whereas only 3 percent today take advantage of online databases. The explanation is very simple: it is much easier to check out a book than to make an online search.

In "Association Discusses Computing in the 1990s" (page 6), Arno Penzias says, "We spend $100 billion every year filing stuff in drawers and 92 percent of all that paper is never retrieved." Questions: How much of it is worth retrieving? How much would it cost to store it in databases?

Without a doubt, computers are remarkable devices. I worry, however, about the way in which the industry worships speed; our society is already spinning at a dangerous pace. I think we should ask ourselves what computers can do to help produce a more humane, relaxed and ethical world.

John C. Ausland
Oslo, Norway

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DEAR READER

If you've ordered something from one of the merchants on The Electronic Mall, you probably have appreciated the ease and convenience of round-the-clock online shopping. Maybe you've even wondered how some of these merchants who offer anything-but-high-tech wares like flowers and food came to set up shop on a system that will likely set the pace for retailing in the 1990s.

We wondered that too, and set out to ask a half dozen merchants on The Mall how they did it and why. The result is a set of retailers' profiles that offers some surprising insights on cutting-edge retailing and the shoppers, like you, who use it. (Where else can you learn the fine art and etiquette of giving someone a live lobster?) It's an information-filled complement to this years' big, 24-page Electronic Mall Holiday Shopping Guide.

The introductory article—written by Joel Dreyfuss, who covers the computer industry for *Fortune* magazine—begins on page 20. The *GO Mall* catalog starts on page 25. You'll find many unique gift-giving ideas in both sections of this holiday package brought to you as a joint effort between the editors of *Online Today* and the managers and merchants of The Electronic Mall.

And remember, The Mall is a great place for you last-minute Santas. Many retailers can turn your orders around and ship them directly to family and friends in a matter of hours.

Good luck and Happy Holidays!

* * *

Another sign of the season is resolution-making. Maybe one of your long-standing goals is to finally be boss-free and start a business of your own. Maybe you just want to begin slowly with an enterprise on the side while keeping your "day job." In either case, if you plan to get serious about starting your own business soon, flip to page 50 and find out more from some others who have been down the same road.

CompuServe is alive with entrepreneurs and entrepreneurial spirits like yourself. There's no better place to schmooze with like-minded people who have experience. In this article you'll find out how to connect up with others who have made it, how to write a business plan, and where to get resource information that's useful (and sometimes vital) to new business owners and home-based workers.

Who knows, 1990 could be your year.

Douglas G. Branstetter
Editor

ONLINE TODAY

***Online Today*®, November 1989**
Volume 8 Number 11

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John Evans

Vice President, Customer Relations
for a national industrial products company

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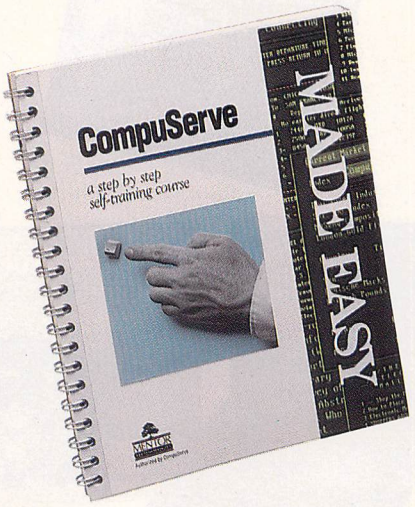

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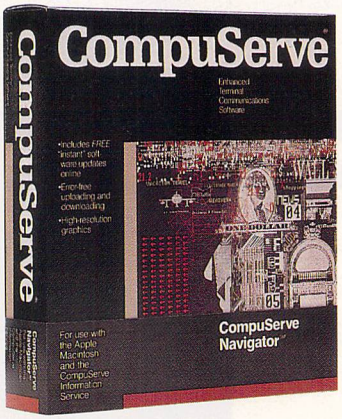
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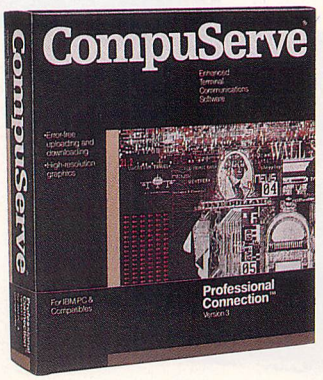

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Telecommunications Helps Educators Teach

In July, more than 100 educators who work at the elementary and secondary levels discussed telecommunications at Iona College in New Rochelle, N.Y., at the third annual Summer Institute in Educational Computing.

The keynote speaker, Seymour Papert, Ph.D., of the Massachusetts Institute of Technology, developer of the LOGO computer language, reminded participants that the teacher, rather than the computer, must remain at the center of the educational process and that students do not necessarily expect computing to be easy. Papert quoted one elementary school student as saying computing is "hard fun."

The hands-on workshop sessions covered educational applications of desktop publishing, computer activities for gifted and talented students, and telecommunications in education. The telecommunications workshop was conducted by New York City teacher Paul Horenstein, who covered the "how to's" of connecting to online services and, for the more adventurous, the mechanics of setting up an online bulletin board.

Phil Restaino, Ph.D., of Mamaroneck High School, told of an online exchange project with a group of high school teachers and students in Moscow. A similar exchange was described by Frank Madden, Ph.D., of Westchester Community College who has linked teachers and students in New York City with a group in London. In that project, students shared personal and academic information and ultimately produced electronic Visitors' Guides for their respective cities. According to Madden, the students' writing improved because of the personal feedback.

Brian Monahan, Ph.D., associate academic vice president and a faculty member in Iona's computer science department, discussed the variety of educational opportunities available on CompuServe for students as well as the use of CompuServe by teachers for information on general educational topics and on research in education.

For more information on the Summer Institute in Educational Computing, contact Iona College, 715 N. Ave., New Rochelle, NY 10801-1890.

On CompuServe, computing and education are discussed in the Education Forum (GO EDFORUM) and the Education Research Forum (GO EDRESEARCH).

Prototype VGA compatible color monitor for portables: *Toshiba's LCD monitor*

Toshiba's LCD Monitor Touts Color, Size

If bigger means better, then Toshiba may be on to something with its newly developed display technology.

Toshiba is already showing off its new full-size, color, liquid-crystal display, despite the fact that it is still in the prototype stage. Mounted in a modified Toshiba T5200 portable computer, the prototype display features an active viewing area 9 inches wide by 6.75 inches high, 16-color VGA compatibility, 640-by-480 pixel resolution, high-speed and 3-D graphics, and a clarity of display that company officials claim is unsurpassed in the industry.

"This technology is not yet available in production portable computers, but when it is, the portable computer will include all of the features of a desktop computer," says Tom Sherrard, director of personal computer marketing for Toshiba.

Toshiba will not predict when the new technology or versions of the display will be commercially available.

For information, contact Toshiba America Information Systems Inc., Computer Systems Division, 9740 Irvine Blvd., Irvine, CA 92718; 714/583-3000.

Electronic customer support for Toshiba's many popular laptop computers can be found in the PC Vendor A Forum (GO PCVENA).

—Cathryn Conroy

New Protection for Traveling Terminals

An Ohio-based insurance agency says it can take the risk out of taking high-tech equipment overseas. Safeware, The Insurance Agency Inc., which pioneered mass-market computer insurance, claims that the financial risks associated with losing or damaging computers and other business equipment on trips can be reduced with an international property insurance policy.

"International travelers often rely on expensive baggage insurance to cover their belongings," says David Johnson, a Safeware spokesman. "Unfortunately, computers and other business equipment are not covered under these policies. This new policy, underwritten by Aetna, will provide a minimum of $5,000 worth of coverage for $90."

Johnson says the minimum coverage of 90 days could be extended for longer periods at appreciably lower rates. In addition to insuring business items such as fax machines and audio-visual equipment, customers can have the same policy cover personal belongings such as clothing.

The international policy insures against theft, natural disasters and accidental damage. It does not pay for damages caused by electrical problems such as short circuits or plugging the equipment into unsuitable power outlets.

More information on the international policy is available by calling Safeware at 800/848-3469 or 614/262-0559. Those with an immediate need for international insurance can have a policy placed in effect over the phone. Online information about Safeware is available on CompuServe (GO SAF).

—James Moran

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How to Get the Most Out of CompuServe

CompuServe Electronic Mail Evolving

by Charles Bowen and David Peyton

CompuServe's electronic mail service (EasyPlex) has been evolving for a decade. Today it is not only more powerful than its "Email" predecessor of the early 1980s, but it also is considerably easier to use. We now embark on several columns exploring its uses.

Reached through the "Communications/Bulletin Boards" option from CompuServe's Top menu, all EasyPlex features are controlled from a main menu like this:

```
**********************************
EasyPlex Main Menu
1 READ mail, 1 message pending
2 COMPOSE a new message
3 UPLOAD a message
4 USE a file from PER area
5 ADDRESS Book
6 SET options
9 Send a CONGRESSgram ($)
Enter choice !
**********************************
```

This month we concentrate on the first two options—reading and writing messages.

This main EasyPlex menu is dynamically updated, so if you have no letters waiting to be read, there is no Option 1 presented on the menu. In its place is a notice that says "** No mail waiting **." If more than one letter is waiting, the system creates a menu of the message titles and asks which one you want to read.

When you have letters waiting, you can read them with Option 1. Choose it (by typing 1 or REA at the prompt) and your letter is displayed, like this:

```
**********************************
EasyPlex
Date: 12-Aug-89 1605 EDT
From: Charlie Bowen [71635,1025]
Subj: Good to hear from you!
Hi, there. Long time no type! I didn't
realize you were online with
CompuServe yet. That's great. I'm sure
we'll be able to talk more frequently now.
Last page. Enter command or <CR> to
continue !
**********************************
```

As the prompt indicates, press the Return key to continue and the system displays an "Action" menu that lists the options you have with any letter, like this:

```
**********************************
EasyPlex Action Menu
** Charlie Bowen/WELCOME! **
1 DELETE this message
2 FILE in PER area
3 FORWARD
4 REREAD message
5 REPLY
6 SAVE in mailbox
7 DOWNLOAD message
Enter choice or <CR> to continue !
**********************************
```

First, notice that to originate your own messages to send through EasyPlex, you use Option 2 on the main EasyPlex menu, "Compose."

The Compose option opens a writing space online for you to type your words. When you are finished composing, type the command /EXIT. The slash at the beginning of a new line tells the system that what follows is a *command* rather than *text*. In this case, /EXIT tells the system you are finished writing and wish to exit.

Next, you see the "Send" menu:

```
**********************************
EasyPlex Send Menu
For current message
1 SEND
2 EDIT
3 TYPE
4 TYPE/POSTAL
5 FILE DRAFT copy
6 SEND with /RECEIPT ($)
Enter choice !
**********************************
```

Option 1 allows you to send the message to the recipient. After selecting it, you are prompted with:

```
**********************************
EasyPlex
Send to (Name or User ID):
**********************************
```

You can send an ASCII message to an electronic mailbox, facsimile machine, telex machine or postal mailbox. At the "Send to" prompt, enter the recipient's User ID number (or the "name" as it has been filed in your Address Book, which will be discussed in a later column) or the information needed to send the message to the other locations. (To access information on the correct addressing format for a message, refer to the online help located in EasyPlex.)

After entering the address, the system asks for "Subject," then for your name. Enter first name, last name or both. (By the way, your name also may be saved in the Address Book.) Finally, the system confirms your addressing of the message, with something like this:

```
**********************************
To: 71635,1025
From: Charlie Bowen
Subj: WELCOME
Is this correct? (Y or N)!
**********************************
```

Check the User ID number to be sure you have entered it correctly. If so, enter Y for yes. If you have made a typo while entering the data, enter N for no and you may address the message again.

Finally, you see confirmation that your message has been sent:

```
**********************************
Message sent to 71635,1025
Press !
**********************************
```

Notice that if before sending a message you want to re-read it and perhaps edit it, you may do so from the Send menu above. Option 3 ("Type") and Option 4 ("Type/Postal") displays your message with line numbers. If you see typographical mistakes that you want to correct, use Option 2 ("Edit"), which causes the system to produce this edit menu:

```
**********************************
EasyPlex Edit Menu
1 CHANGE characters in line
2 REPLACE line
3 DELETE line
4 INSERT new line(s)
5 TYPE all lines
6 TYPE/POSTAL all lines
0 SEND message
Enter choice !
**********************************
```

The first four options allow for the major operations in editing. When selected, each prompts for the number of the line (1) in which you wish to change characters, (2) replace, (3) delete or (4) after which you wish to insert lines. Selecting Option 1 (or entering CHANGE or just CHA) causes the system to prompt:

```
**********************************
Which line #:
**********************************
```

A typical dialog would be:

```
**********************************
Current line:
13: running it directly
```

```
Text to replace: dri <RETURN>
Replacement text: dir
New line:
13: running it directly
Press <CR>!
**********
```

When you have finished your corrections and are ready to post the message, select the Send option.

Option 6 ("Receipt") on the "send" menu is a second option for posting a letter that allows you to send any message with a receipt requested. This means that you receive a brief acknowledgment from the system when the recipient has retrieved the letter. Twenty-five cents is charged to your account for each receipt.

It also is possible to send the same electronic letter to up to 10 online acquaintances. Here is how. As you have seen, when you select the Send option, the system prompts with:

```
**********
Send to (Name or User ID):
**********
```

Simply type in the correct addresses (or the recipients' names as listed in the Address Book) with each entry separated by a semicolon (;). A 10-cent surcharge is levied for each destination after the first to which your message is sent.

Besides using the Compose option to originate a message, there are other ways to create a letter. Two involve simply answering a message you have received. As illustrated, when you read an EasyPlex message and then press the Return key at the prompt, the system displays its action menu:

```
**********
EasyPlex Action Menu
** Charlie Bowen/WELCOME! **
1 DELETE this message
2 FILE in PER area
3 FORWARD
4 REREAD message
5 REPLY
6 SAVE in mailbox
7 DOWNLOAD message
Enter choice or <CR> to continue!
**********
```

The menu illustrates the two ways to answer an EasyPlex message:

- To reply to it (Option 5).
- To forward it to someone else on the system (Option 3).

The more common response is a reply, and the system makes it easy. You need only type 5 at the prompt and you are whisked away to your work space, where you can write your message. When finished, type /EXIT and the system displays its usual Send menu. Replying to a message does not remove it from your mailbox.

Forwarding a message (Option 3) works a little like a reply, but it lets you send a copy of the original message along with your comments. If you choose the third option from the action menu, you are again taken to compose mode where you may type your message. When you end the composition with /EXIT, the system displays the same Send menu. It then summarizes the forwarding address, something like:

```
**********
To: 71635,1025
From: Charlie Bowen
Subj: WELCOME!
Is this correct? (Y or N)?
**********
```

Enter Y and the message is sent with your note "attached."

The action menu also enables you to reread the received message as often as you like (with Option 4) and to delete it from your mailbox (Option 1).

Finally, here's a handy command that is not on a menu: Undelete. It allows you to recover messages you inadvertently delete. It can be used only during the session in which the message was deleted. To use the command, type UNDELETE at the prompt. The system displays a menu of the deleted messages and prompts you to specify those to restore.

Presently, ASCII messages are held for the addressee up to 90 days. Binary messages are held for 30 days. If a message is not picked up within the designated number of days, the system deletes it.

Next month, the column looks at more advanced EasyPlex features, such as downloading and uploading, saving mail and more.

Charles Bowen and David Peyton co-authored How to Get the Most Out of CompuServe. *Bowen's CompuServe User ID number is 70007,411. Peyton's is 76703,244.*

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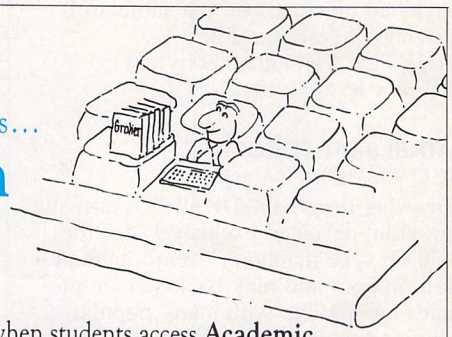

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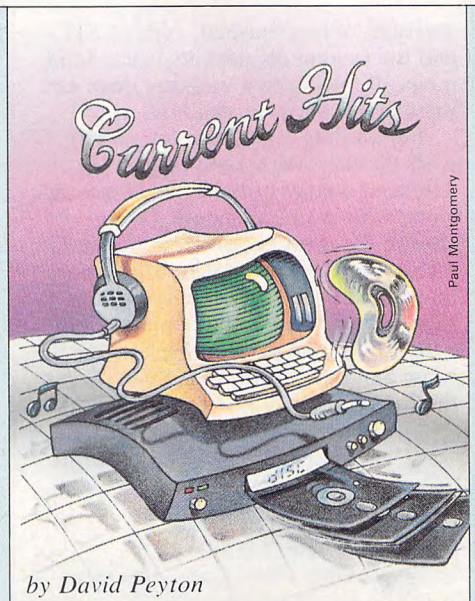


by David Peyton

The libraries in CompuServe's forums are filled with thousands of files. The following are a few of the files uploaded in recent months. For a more up-to-date list, check the weekly "Uploads" columns in *Online Today Daily Edition* (GO OLT-3700).

AMIGA ARTS FORUM
(GO AMIGAARTS)

Tracing Program—A new release of the Quick Ray Tracing program, based on the first freely distributable ray tracer by Dave Wecker. File also contains sample pictures and complete documentation. File QRT15.ZOO (128,000 bytes) in Library 9.

ASK3COM FORUM
(GO ASKFORUM)

File Handler—FL, an OS/2 utility and productivity aid designed to simplify file handling and directory display. It converts the standard directory of disk files into a more manageable form and lets you execute any program or command from the full screen listing. Copy, rename, delete or edit files without typing in a file name. Walk up and down the subdirectories with ease. File FL.ARC (38,660 bytes) in Library 5.

ASTRONOMY FORUM
(GO ASTROFORUM)

Telescope Advice—A textfile containing archived messages on the subject of buying a telescope. File BUYTEL.THD (29,029 bytes) in Library 8.

ATARI 8-BIT FORUM
(GO ATARI8)

Drawing Program—DRAW7, a drawing program designed exclusively for the 130XE type machine. Create, manipulate, record and play back screen images compatible with many popular drawing programs. Contains features to control screen movement, color text and more. Files DRAW71.ARC (53,504 bytes) and DRAW72.ARC (29,952 bytes) in Library 4.

EPSON FORUM
(GO EPSON)

Inventory Helper—Inventory Master, a program for MS-DOS systems that takes the "Economic Order Quantity" from theory to application. Designed to control inventory expenses while minimizing costly stock-outs. This program tells you how much to order and when. Discounts for quantity purchases are handled automatically. Shareware. File IM10SW.ARC (120,448 bytes) in Library 7.

GAMERS FORUM
(GO GAMERS)

Game for EGA—*EGATrek*, version 2, the latest version of a classic from Nels Anderson. EGA high-resolution graphics. Player takes the role of captain of a command ship during a Klingon attack with the task of destroying all enemy ships in that portion of the galaxy. Scored on time used to complete the mission with bonuses for rescues and number of ships destroyed. File EGATR2.ZIP (139,897 bytes) in Library 9.

GENEALOGY FORUM
(GO ROOTS)

Info Manager—A new version of Latchkey, a personal information manager for IBM PCs and compatibles "hyperlinking" items of data, keys, reference and text into useful views and hierarchies. Extensive reporting can produce glossaries, manuals, bibliographies. Useful for genealogists, researchers, scholars and anyone organizing information. Shareware. File LATCHK.EXE (190,428 bytes) in Library 3.

IBM APPLICATIONS FORUM
(GO IBMAPP)

Hurricane Plotter—Tracker, an EGA hurricane tracking program with a database of every Atlantic storm since 1886—more than 840 storms. With it, you can create your own high resolution tracking maps using three projections—Azimuth, Mercator and Perspective 3-D. You can track new storms and search for similar storms from the database. File TRACKE.ARC (415,360 bytes) in Library 7.

IBM COMMUNICATIONS FORUM
(GO IBMCOM)

Call Analyzer—Version 2 of Qanalyst, a program to analyze QMODEM 4.0 files so you know how much you are spending on modem calls. Keeps track of holidays when rates go down. Analyzes uploads and downloads, including the cost to transfer files. Maintains QMODEM log files to keep them as small as possible. Shareware. File QANLYS.ARC (148,030 bytes) in Library 2.

IBM HARDWARE FORUM
(GO IBMHW)

Disk Parker—HDPARK, a hard-disk parking utility that brings you back to DOS at the press of any key. Works with MDA, CGA, EGA and VGA adapters. File HDPARK.ARC (5,632 bytes) in Library 1.

INTERNATIONAL ENTREPRENEURS' NETWORK FORUM
(GO USEN)

Business Projector—A business planning program for small business owners that determines and analyzes the break-even point of a business. Included are separate routines for multiline and unit oriented business operations. Results can be printed or sent to a disk file for import into Lotus 1-2-3. It includes an outline of the importance of the break-even point to business and examples of how to use it for business planning. File BE.ARC (99,744 bytes) in Library 10.

ISSUES FORUM
(GO ISSUES)

Strategies Against Abuse—The audio cassette script of a tape entitled "Protecting Your Children." Script contains strategies that will help children reduce their vulnerability to verbal, physical and sexual assault. Also contains a variety of approaches that parents can use to discuss this sensitive material with their children. File ABUSE.TXT (32,278 bytes) in Library 6.

APPLE II/III FORUM
(GO APPLETWO)

VT100 Emulator—A new version of

SnowTerm, a desktop VT100 terminal emulator for the Apple IIgs. SnowTerm runs under the desktop environment and uses the graphics capabilities of the IIgs to accurately emulate the VT100. This new version adds support for the Super Serial card and compatible internal modems, adds a few VT100 compatibility features and fixes a number of bugs. Requires GS/OS and 512K RAM. Shareware. File SNOWTE.BQY (54,528 bytes) in Library 10.

HYPERFORUM
(GO APPHYPER)

Where Oh Where—Geography Primer, a stack for manipulating the US map. Stack includes three "quiz" components—states, capitals and two-letter abbreviations. Also included is a basic charting function for making maps based on geographic data, sales charts, for example. Freeware from Dennis McCarthy. File GEOPRI.SIT (14,729 bytes) in Library 3.

MACINTOSH ENTERTAINMENT FORUM
(GO MACFUN)

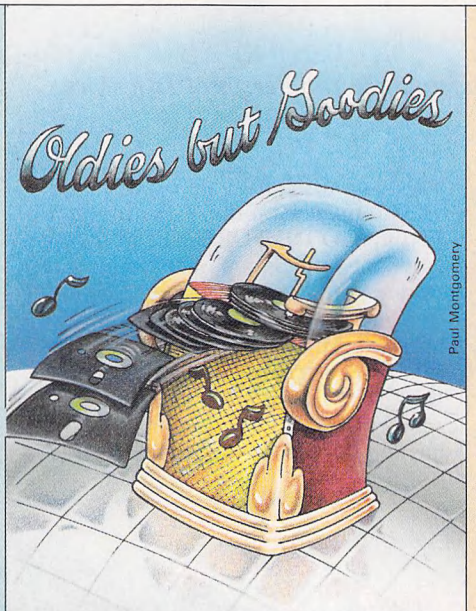
Pick A Card—*ProMatch*, a game for all ages. To play, pick any two cards. If they match, you win points and get another turn. If they don't match, the next player gets to try. The object of the game is to find the most pairs that match. You can play against yourself, the computer or someone else. *ProMatch* has four game variations, each presenting a different challenge. File PROMAT.SIT (39,296 bytes) in Library 3.

MACINTOSH PRODUCTIVITY FORUM
(GO MACPRO)

Program Saver—AutoSave II, a program to save your work automatically. File AUTOSA (13,440 bytes) in Library 4.

SAFETYNET FORUM
(GO SAFETYNET)

Dispatch Program—PC-Dispatch, a fully functional computer-aided personnel dispatch program for IBM PCs and compatibles. Can be used as a stand-alone or in a network application. Runs on MS-DOS 3.20 or higher. 640K and hard disk recommended. Shareware. File PCDISP.ARC (214,528 bytes) in Library 13.



Following is a list of files uploaded to CompuServe forums more than a year ago that have won the right to be called "oldies but goodies," either by the recommendation of forum administrators or by the number of downloads each file has received.

AMIGA ARTS FORUM
(GO AMIGAARTS)

Shoot the Burgers—*Deluxe Burger*, an arcade game in which you shoot the food. File DELUXE.ARC (24,064 bytes) in Library 4.

AMIGATECH FORUM
(GO AMIGATECH)

Archive Help—ARC, the executable program for use with archived files for the Amiga. Files ARC.EXE (50,432 bytes) and ARC23.DOC (documentation, 5,670 bytes) in Library 4. ARC.HLP (9,315 bytes) in Library 1 explains how ARC is used.

COMMODORE ARTS/GAMES FORUM
(GO CBMART)

Helicopter Rescue—*Blue Thunder*, an arcade game for the Commodore 64 in which you fly your helicopter on a rescue mission. Public-domain program. Uses joystick in Port 2. File BLTHUN.BIN (30,848 bytes) in Library 8.

COLOR COMPUTER FORUM
(GO COCO)

Card Trick—*Magic*, a card trick in which a freely selected card magically appears on the screen. File MAGIC.BAS (3,330 bytes) in Library 2.

IBM APPLICATIONS FORUM
(GO IBMAPP)

TSR Editor—*MyEd*, a text editor in the resident mode that uses as little as 7K of RAM. Features include auto-wordwrap, paragraph reformat, line split/join, text search, edit files larger than memory, auto-indent. Shareware. File MYED.ARC (79,760 bytes) in Library 1.

IBM COMMUNICATIONS FORUM
(GO IBMCOM)

ProComm BBS—A command file for use with ProComm version 2.4.2 that turns Procomm into a simple bulletin board emulation. File PRCBBS.ARC (12,672 bytes) in Library 2.

IBM NEW USERS FORUM
(GO IBMNEW)

Castle Adventure—*Castle*, a graphics text adventure game. Files CASTLE.EXE (70,528 bytes) and CASTLE.RAN (48,384 bytes) in Library 3.

Bugle Call—A BASIC program that plays 20 bugle calls. File PCBUGL.BAS (7,424 bytes) in Library 4.

IBM SYSTEM/UTILITIES FORUM
(GO IBMSYS)

Clock and More—A combination alarm clock and time delay for executing DOS functions. File ALARM.ARC (49,408 bytes) in Library 3.

INVESTORS' FORUM
(GO INVFORUM)

Investment Analyzer—A BASIC program for IBM PCs and compatibles that analyzes real estate investments with rental/income expected. File REINV.BAS (31,273) in Library 6.

APPLE II/III FORUM
(GO APPLETWO)

Function Plotter—A program for the Apple that plots functions of four types: X, Y, polar or parametric. Allows user to change the function without exiting the program. Files PLOTTE (8,370 bytes) and PLOTTE.DOC (documentation, 7,595 bytes) in Library 1.

HYPERFORUM
(GO APPHYPER)

HyperCard Game—*Hyper-GunShy*, a HyperCard version of *GunShy*. File GUNSHY.PIT (36,096 bytes) in Library 2.

TANDY MODEL 100 FORUM
(GO M100SIG)

Display Window—Cursor, a 60-by-10 column window of an 80-column display for the Model 100. Checks and corrects the formatting of files before printing. Files CURSOR.RLC (6,275 bytes) and CURSOR.DOC (4,885 bytes) in Library 2.

David Peyton co-authored How to Get the Most Out of CompuServe, *now in its fourth edition. His CompuServe User ID number is 76703,244.*

Valuable Software

Shareware and Freeware Yield Convenience for Personal Investors

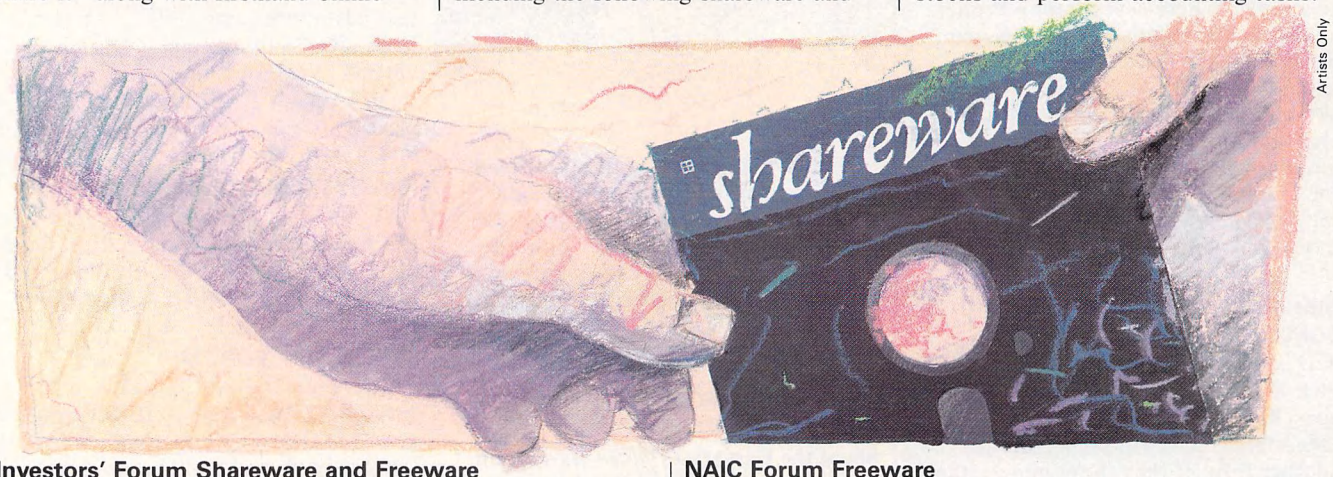
by Carole Houze Gerber

When it comes to freeware and shareware for investors, that old warning about getting what you pay for often doesn't hold true. Freeware, which costs nothing, and shareware, its modestly priced sister, usually are developed by hobbyists bent on finding a faster or easier way to handle specialized tasks. When they do get the software up and running, altruistic creators share it—along with firsthand online advice on using it—with others.

Two financial forums, the Investors' Forum (GO INVFORUM) and the National Association of Investors Corp. Forum (GO NAIC), contain a wealth of free and inexpensive programs in their libraries. Mike Pietruk, Investors' Forum administrator, and Dick Kenfield, NAIC Forum assistant administrator, scouted their libraries before recommending the following shareware and freeware programs.

"Those listed only scratch the surface of what is available in our libraries," says Pietruk, who selected for mention only the most recently uploaded software. "New uploads in the Investors' Forum are posted in our NewsFlash announcement, which is seen upon entry into the forum. They make their debut in Library 10 before finding their way to permanent homes."

"The NAIC Forum emphasizes long-term investing and focuses on how stocks will perform over a three- to five-year period," adds Kenfield. "NAIC members use programs in our libraries to evaluate stocks and perform accounting tasks."



Artists Only

Investors' Forum Shareware and Freeware

SCTA.ARC/binary (Library 1, shareware). A stock charting and technical analysis program for IBM PCs with a CGA or compatible. (Works with HGCIBM for Hercules.) Plots high/low/close bars with volume and many formulas with moving averages and trading bands. Includes complete documentation. Shareware registration of $15 (normally $10) includes a CompuServe financial data downloader. This updated version fixes a few bugs in the installation and macro facility. By Ted Young.

SCTA.INF (Library 1, freeware). This stock charting and technical analysis package includes graphics charting and a data entry/editor. See the file SCTA.ARC for the program itself. This file contains more information on the SCTA program. By Ted Young.

DIVERS.ARC/binary (Library 5, shareware). Executable DIVERSI program and PRACTICE data file. DIVERSI is the efficient portfolio diversifier for mutual funds that analyzes the mean-variance-covariance (Markowitz model) of a list of mutual funds to estimate the efficient frontier and efficient mixes of funds to minimize risk for a desired return. Shareware registration is $45. By Thomas E. Duce.

DIVERS.TXT (Library 5, freeware). Introduction to DIVERSI and a summary description of the DIVERSI shareware program for portfolio risk reduction through diversification. By Thomas E. Duce.

The International Entrepreneurs' Forum (GO USEN), the Lotus Integrated Products Forum (GO LOTUSA) and many other hardware and software support forums also have libraries stocked with shareware and freeware, some of which may interest personal investors.

NAIC Forum Freeware

PFCHRT.ARC/binary (Library 8). This is the latest version of P&F.EXE for IBM PCs and compatibles. It constructs "point and figure" charts and enables spotting of breakouts, breakdowns and patterns for the technical trader. By Dave Rettger.

XLRPT.SIT/binary (Library 8). This template for Macintosh/Excel users produces a "Stock Study Guide" in NAIC fashion. Reads data files available in NAIC Library 11. By Karl Johnson.

PORTFO.SIT/binary (Library 8). This Macintosh/Excel template is used to automatically value a portfolio. Uses MICROPHONE file to download market quotes. By Karl Johnson.

XGUIDE.SIT/binary (Library 8). This Macintosh/Excel template is used to produce a NAIC "Stock Study Guide" and graph using Value Line data. By Richard Clemens.

MNCF.BIN/binary (Library 8). An IBM and clone template for use with VPPlanner or Lotus 1-2-3-type spreadsheets. Accompanying text in MNCF.TXT. By Richard Dwyer.

Carole Houze Gerber is a contributing editor of Online Today. *Her CompuServe User ID number is 70007,1215.*

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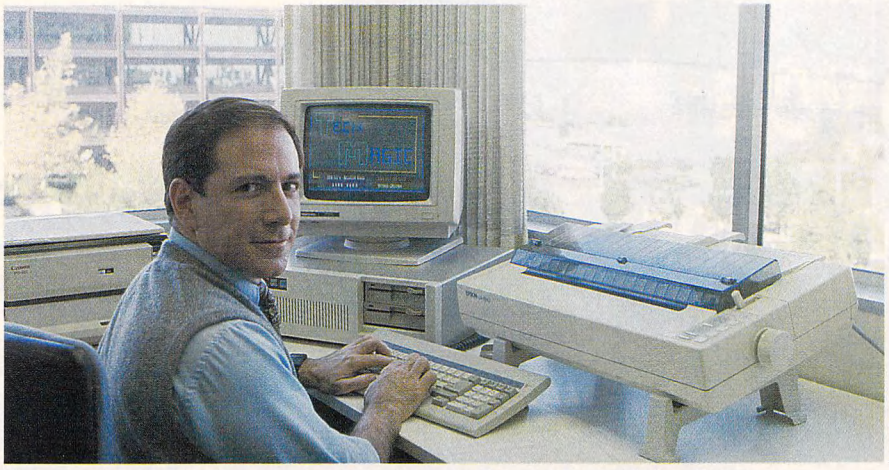


Larry Lee

Places orders in his sleep and gets instant checks on his portfolio: *Grossman*

Quick*Way Turns Computers into Brokers

by Mike Pietruk

Quick & Reilly (GO QWK), serving some 350,000 customers worldwide, is one of the nation's largest discount stock brokers. And it turns your personal computer into a stockbroker's terminal, enabling you to trade stocks and options whenever you wish—*and* pocket up to 70 percent commission savings as compared to some major full-service brokerage houses.

Californian Richard Grossman is one of many satisfied subscribers of Quick*Way, Quick & Reilly's online brokerage service. "Because I'm on the West Coast, I would need to awaken mighty early to get an order in for the exchanges' 9:30 a.m. New York opening," he says. "Using Quick*Way, I can compose a message or place an order at home at 11 p.m., and then sleep soundly as my broker reads them in New York, at 5 a.m. Pacific Time! By the time I rise and get to work, everything has been handled and there's a reply or confirmation waiting."

Marty Davidson, an American container-shipping broker residing in Japan, says the service is well worth the cost of international communication surcharges. "I have been using Quick*Way for several years now and appreciate both the cost savings and ease of use," he says. "It's so easy that one is—at first, anyway—tempted to buy and sell just for the fun of it."

The service's variety of features is apparent from the moment you access Quick*Way's introductory menu. Once logged on, you are notified if you have messages pending, which you can read by typing 513. If you do not know the direct access page for the Quick*Way service you wish to view, simply press the Return key to receive this menu:

```
*********************************
 1 Main, 0 Exit, or any menu OK
 2 Change Passwords
 4 Set up a Game Account
 9 Help
10 Price Menu
20 Order Menu
30 Portfolio Menu
40 Record Menu
50 Information Menu
60 Analysis Menu
70 News Menus
*********************************
```

The Price menu allows you to obtain stock and option quotes as well as current prices on indexes, commodity futures, and options on futures. You can set up Stock Watches to automatically display quotations on issues you routinely monitor, or you can select menu Option 113 and receive a detailed individual security profile, as shown:

```
*********************************
> STOCK SYMBOL ..... SVM
Service Master LP
Exchange of Last Trade: NYSE
Price: 23⅛
Trend: DN
Change: .....
Dividend: 1.76
Yield: 7.6
Earnings: 2.10
P/E Ratio: 11.0
Prev. Close: 23⅛
Open Today: 23¼
High Today: 23¼
Low Today: 23
Volume Today: 32,900
*********************************
```

The heart of Quick*Way, of course, is its order entry system, which permits you to trade stock and equity options. Orders initiated during market hours are processed and quickly sent to the floor for execution. Orders sent during non-trading hours are transmitted to the appropriate exchange at the start of the next trading day. You can place market and limit orders, short stocks, and trade in a cash or margin account.

Davidson cites Quick & Reilly's competitive commissions as a major reason for his trading online. A round lot of 100 shares priced at $30 or less costs $35 in commissions. A trade of 300 shares at $30 carries a commission charge of $75.14, while a trade of 500 shares priced at $20 costs only $88.18. Q&R provides a commission calculator that enables you to price your transactions in advance by typing QWK-8.

"The nicest feature of Quick*Way," says Grossman, "is that it allows me to instantly check on the valuation of my portfolio." In fact, Grossman could track up to 75 accounts, including those with brokers other than Quick & Reilly. Each portfolio tied to an account at Q&R is automatically updated whenever you trade.

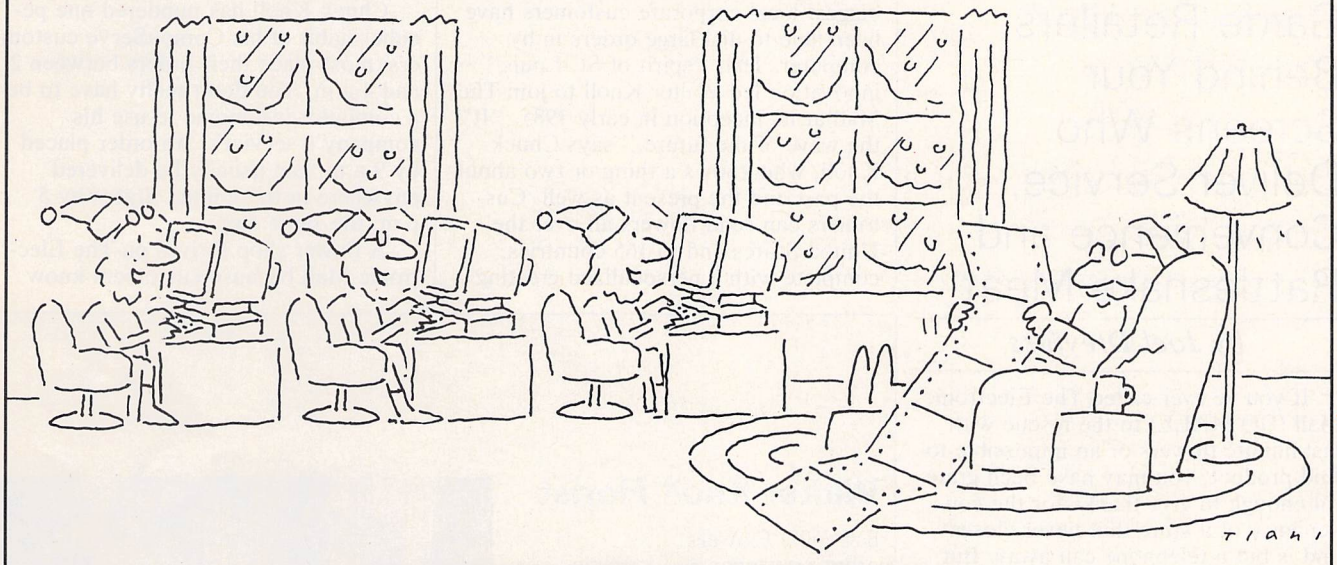
Quick*Way even creates a tax record automatically when you sell a security. Every time you review a portfolio, the price of each security in it is updated. For each issue, you will learn: 1) the value of your position (by tax lot); 2) the unrealized capital gain or loss; and 3) the dividend or interest income it produces. For each portfolio, the total value, the total income, and the aggregate unrealized gains and losses are presented.

Quick*Way also can assist in offline analysis through the creation of files of prices, volumes, dividends, earnings and other current data. Specifically, three formatting options are offered: DIF (for VisiCalc or Lotus), SYLK (for MultiPlan), and standard ASCII text.

Quick*Way requires no special communications software. The service carries a $14 per hour surcharge during weekday prime-time hours and a $4 hourly surcharge evenings and weekends.

Mike Pietruk is a forum administrator of CompuServe's Investors' Forum and an assistant vice president of Preferred Savings & Loan in Chicago. His CompuServe User ID number is 76703,4346.

Shop On-line
and find out how the pros do it!



SPECIAL INTRODUCTORY OFFER FOR COMPUSERVE SUBSCRIBERS!

3 MONTHS FOR $1

There's something new in Santa's workshop that is making his staff very happy. With Shoppers Advantage, they can order over 250,000 name-brand items at savings of up to 50%.

So can you, this holiday season, by signing up for an introductory membership in Shoppers Advantage, for just $1. Avoid the long lines, pushy crowds and high prices that turn gift shopping into a chore. Order all your gifts from your home or office and never pay more than the lowest prices!

- **User-friendly convenience.** We're open 24 hours a day, 7 days a week. Browse on-line, order on-line, and have your purchases delivered to your door. Simple menus and step-by-step instructions make it easy.
- **Tremendous selection.** Without leaving the comfort of your home or office, compare makes and models, compare name-brands—best of all, compare prices!
- **Lowest-price guarantee.** If you can find a lower price on an item you buy from us, we'll refund the difference.*
- **Double warranties.** You can double the manufacturer's warranty up to one year at no additional cost.*
- **Free catalogs.** We'll keep you informed about our latest "Best Buys" and exciting additions to our database of fine products!
- **Enroll today.** Sign on to CompuServe and enter **GO SAC** to have full membership privileges for 3 months for just $1. Then, unless you notify us, we will continue your membership and bill you for the low annual fee of $30. And, of course, you can cancel and receive a full refund at any time during the first year.

Enter GO SAC or
Call 1-800-843-7777

Shoppers Advantage®
ON THE ELECTRONIC MALL®

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Shoppers Advantage is a service of CUC International Inc.
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GO OLI for more information.

MERCHANT

Meet the Avant Garde Retailers Behind Your Screens Who Deliver Service, Convenience and Rattlesnake Meat

by Joel Dreyfuss

If you've ever called The Electronic Mall (GO MALL) to the rescue with last-minute flowers or an impossible-to-find product, you may have been grateful enough to give thanks for the convenience of a store that never closes and is but a telephone call away. But you may not have given much thought to the fact that those on the other side of the screen are also wrestling with the cutting edge of a technology whose potential the public is just beginning to recognize.

Shopping by modem may be routine to some CompuServe users, but many of the merchants on The Mall see themselves as pioneers. They are learning to sell in a medium that can be both exciting and frustrating. To succeed on The Mall, a company must be flexible enough to accommodate the peculiar habits of customers and visionary enough to see the potential of shopping by computer.

Walter Knoll Florists (GO WK) is one of the largest retailers of flowers in the United States. Seven generations of the family have sold flowers from their home base in St. Louis, Mo., but sales director Chuck Knoll has allowed neither the cobwebs of tradition nor the complexities of new technology to snare the company in its own past.

For several years the company's biggest local corporate customers have been able to dial large orders in by computer. That "spirit of St. Louis" innovation led Walter Knoll to join The Mall at its inception in early 1985. "It's the wave of the future," says Chuck Knoll, who knows a thing or two about the past and the present as well. Customers can send flowers all over the United States and to 165 countries, complete with a personalized greeting card. They also can buy balloons, greeting cards or stuffed toys.

Chuck Knoll has pondered one peculiar habit of his CompuServe customers: most place their orders between 2 and 4 a.m. You don't really have to be a computer insomniac to use his company's services. An order placed by 9 a.m. can usually be delivered anywhere in the United States by 5 p.m. the same day.

A flower shop thrives on The Electronic Mall because customers know

Walter Knoll Florist

BAILIWICK: Flowers
STORE MANAGER: Chuck Knoll
HOW TO GET THERE: GO WK
CLAIM TO FAME: Quality floral arrangements by a St. Louis family that has been in the posy business for seven generations. An order placed by 9 a.m. is usually delivered by 5 p.m. the same day.
WK FACTOID: Most CompuServe customers place their orders between 2 and 4 a.m.

John Montre

HAPPENINGS

MALL

what they're getting. It's not always that easy for companies that want to pitch sophisticated, higher-tech products. "You're selling without pictures," says Cindy Morgan, a promotions consultant who works closely with many of the merchants on CompuServe. "You've got to do it all with words. The things that sell best are the brand names. You know exactly what you're getting."

The text-based nature of The Mall forces merchants accustomed to showing the customer what they have to sell to take a different approach. Pitching high-tech products sight-unseen has been an especially formidable challenge to Hammacher Schlemmer (GO HS), the venerable 139-year-old high-class gadget store. Yet, says Cheryl Zatz, marketing manager at Hammacher Schlemmer, "We've had a lot of good response."

The company was the first in the United States to sell an electric iron and a microwave oven. Products recently available online include such hot-selling items as a solar-powered golf cap (a fan cools you while you putt), a jog-and-walk speedometer and a security alarm for sliding-glass doors. Other popular items available on Hammacher Schlemmer: a snore reducing pillow ($59.95) and a hot-air extractor for parked cars ($29.95).

CompuServe customers are not that different from Hammacher Schlemmer's other customers, just more far-flung. "The items they're picking are the hot items in our stores," says Zatz. Many orders come from Canada and from Japan. Like a number of other vendors, the company has overcome the absence of graphics through the use of some old technology: catalogs. Customers can sign up for a catalog online. "A lot of the items ordered are not in the online database," says Zatz. That suggests customers are poring over the printed pages at home and then using their computers for the convenience of placing an order.

MERCHANT

Hammacher Schlemmer

BAILIWICK: Gadgetry and gizmos
STORE MANAGER: Cheryl Zatz
HOW TO GET THERE: GO HS
CLAIM TO FAME: A 139-year-old upper crust gadget store, the first in the United States to sell an electric iron and a microwave oven.
HS FACTOID: One of the few places you can get a hot-air extractor for your car.

Ron Gould

The option of old-fashioned paper has also worked well for Windham Hill (GO WH), the northern California record company that practically created the New Age music genre—a label it shuns now—with groups such as Turtle Island String Quartet, Montreaux and Shadowfax. Patty Belknap, director of alternative sales and marketing, says a major benefit of participating in The Mall has been new customers who have signed up online to be added to the company's mailing list. Windham Hill also has experimented with such events as a two-hour online conference with Windham Hill musician Darol Anger.

Customers can order compact discs and records from a list of 130 releases, tap biographies of their favorite artists and download a tour schedule of Windham Hill performers. Belknap says a

MERCHANT

Marvin Collins

Windham Hill

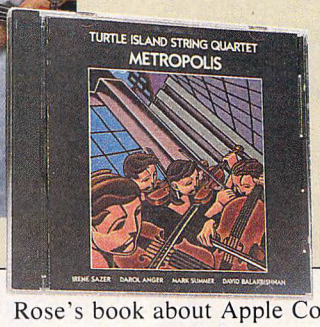
BAILIWICK: Records, tapes, CDs

STORE MANAGER: Patty Belknap (with Turtle Island String Quartet)

HOW TO GET THERE: GO WH

CLAIM TO FAME: Created New Age music genre; now branching out with CDs and records from a wide-variety list of 130 releases.

WH FACTOID: Some CompuServe customers are from Japan and order 20 to 30 titles at a time.



substantial number of orders come from overseas, especially Japan. Many of those orders, she says, call for 20 or 30 titles. That's not surprising: a chance to buy products outside Japan's high-priced distribution system in US dollars is like paying with *Monopoly* money.

Belknap says Windham Hill will offer samplers of its artists during the Christmas holiday season. The company finds that CompuServe sells a higher proportion of CDs online than its normal business. Belknap attributes this phenomenon to the technological orientation of some CompuServe customers. "What self-respecting engineer doesn't have a compact disc player?" she jokingly asks.

The high-tech bent of the CompuServe audience has also affected the way Penguin Books (GO PB) does business. The publisher, who has been on The Electronic Mall for more than a year, offers a wide variety of books. But, says John Silbaugh, manager of direct marketing for Penguin Books, those books that sell best are about computers, science and technology. A list of Penguin's online best sellers has a distinctive cast: James Gleick's *Chaos*; Frank Rose's book about Apple Computer, *West of Eden*; and Stewart Brand's book, *The Media Lab*, about the MIT Media Lab.

Like many merchants on The Mall, Penguin Books has learned to adjust to the demands of the audience. Silbaugh says a survey of online users gave the company its marching orders. "They said: 'Cut out the cookbooks and give us the meat and potatoes.' " Other books that have sold well include those on the *New York Times*' Best Seller list, history books and Penguin's line of DAW science fiction. Penguin also draws an international audience. Orders come in from Japan, South Africa, the US Virgin Islands and Guam. With Christmas coming, Silbaugh expects orders to soar. One popular holiday item is also his priciest: all 23 volumes of Beatrix Potter's books for children, for $110.

Rent Mother Nature (GO RM) surely ranks as one of the most unusual online merchants. Founded a decade ago by a family of syrup-makers, Rent Mother Nature allows you to rent and benefit from a little piece of nature, wherever you are: a sugar maple tree, a beehive, a lobster trap or a smokehouse, for instance. Here's an example of how it works: For $39, a sugar maple tree is assigned to you. You get a certificate of lease, progress reports during the harvest and at least 50 ounces of fresh maple syrup from the spring crop (more if Mother Nature is bountiful). Renting a lobster trap that is harvested in the North Atlantic off the coast of New England costs $134 and gets you at least 6.5 pounds of lobster, depending on the catch. Rent Mother Nature allows you to decide when the lobsters are delivered. "Lobsters make a lousy surprise," says Brian Bauer, the store manager.

SHOPPER

Wendelyn Crosby

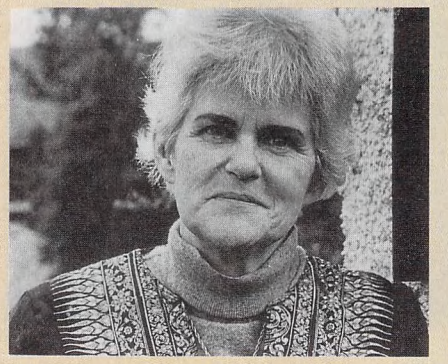
The Best Mall in Mexico (Mo.)

Linda Glover, who moved with her family from Los Angeles seven years ago to the small town of Mexico, Mo., uses The Electronic Mall because the nearest "big city" mall is more than two hours away. "The Mall provides me with access to a lot of the big stores I love to shop but seldom get the opportunity to visit."

With three other computers in the family, Glover is the only modem user and even that is mainly for The Electronic Mall. She lines her credit cards up on the keyboard of her Tandy 3000 computer, browses The Mall and buys something at least once a month.

Most of Glover's purchases have been software from Computer Express where she bought some Sierra games. And who saved the day when Nintendo's *Revenge of the Last Ninja* was nowhere to be found in Mexico, Mo.? Computer Express, which offers Second Day Air delivery.

SHOPPER



It's A Long Way from Tipperary

Anne McCaffrey, a science fiction writer who has lived in Wicklow, Ireland for 20 years, uses the The Electronic Mall to send gifts and remembrances to her stateside family and friends. "It can be a challenge to find a respectable present without Customs and Excise taxes and yet with assurances it will arrive on time from a merchant whose integrity I can trust," says McCaffrey. She finds that The Mall fits these criteria.

Originally from the New York City area, McCaffrey uses CompuServe and The Mall to keep in contact with family, friends, agents and publishers who know her as The Dragonlady, a name drawn from her science fiction and fantasy books, including *The Ship That Sang* and *Dragonflight*. McCaffrey's fans gather in a section in the Science Fiction and Fantasy Forum (GO SCIFI) called McCaffrey's Pern.

Some of McCaffrey's gifts have included Turkish towels from Hammacher Schlemmer and fruit baskets from Florida Fruit Shippers. "Simon David whipped up a simply super Thanksgiving dinner with all the trimmings—which only needed to be heated up—for my son in Boston, and other goodies were sent to my daughter-in-law in the hospital on the occasion of my latest grandchild's birth."

McCaffrey also has ordered from Pepperidge Farm, Godiva Chocolates and Alaska's Ivory Cache. "I also check in on the position of my books at Ballantine and Waldenbooks," she adds.

McCaffrey has never regretted her move to Ireland, except during the cantelope season. "I'd love to get a supply but fruit shipments are not allowed into Ireland. I was able to get the candied apricots, though."

Rent Mother Nature appeals to both the ecological and gourmet instincts of its customers. For example, beehives are set out to capture the various flavors of honey that bees produce: raspberry in June, blueberry in July, thyme in August and cranberry in September. The company has been gratified by the response on CompuServe. "It's not like selling a pair of socks," says Bauer. "It takes explaining, but the CompuServe people get it right away." For the relative who has everything, a stroll through Rent Mother Nature may provide some exotic—and tasty—answers for the holidays.

Simon David is another store that caters to the palate. The 93-year-old company has been on CompuServe's Electronic Mall since 1986. Billed as "the best little gourmet shop in Texas," it surely must be the most diverse, selling everything from steaks and wild game to espresso coffee beans. Simon David can come to the rescue of the frenzied Mall shopper in search of an unusual holiday gift item: rattlesnake loin, at $17.95 per pound.

Simon David's CompuServe customers tend to buy the more exotic items the store has to offer. One popular item has been the "couch potato basket," filled with junk food. Mike Smith, Simon David's Mall manager, says online customers are very demanding. "The service has to be 110 percent," he says. "There were some misunderstandings in the past when online shoppers ordered steaks and expected them to be delivered in a day or two. When you place an order for steaks with Simon David, they have to be cut, trimmed and frozen before finally being shipped.

MERCHANT

Penguin Books

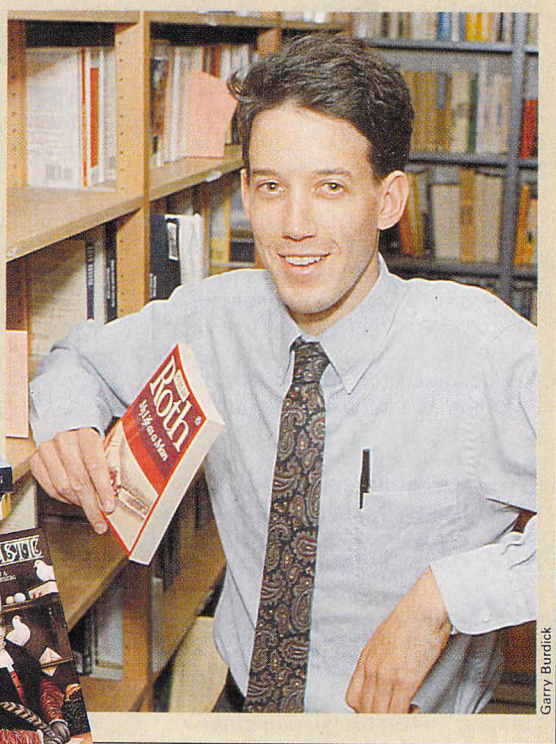
BAILIWICK: Books

STORE MANAGER: John Silbaugh

HOW TO GET THERE: GO PB

CLAIM TO FAME: That classic penguin logo, signature for a major book publisher holding more than 15,000 titles in print and adding 200 new ones every month.

PB FACTOID: Here's where you'll find the full line of DAW science fiction.



Garry Burdick

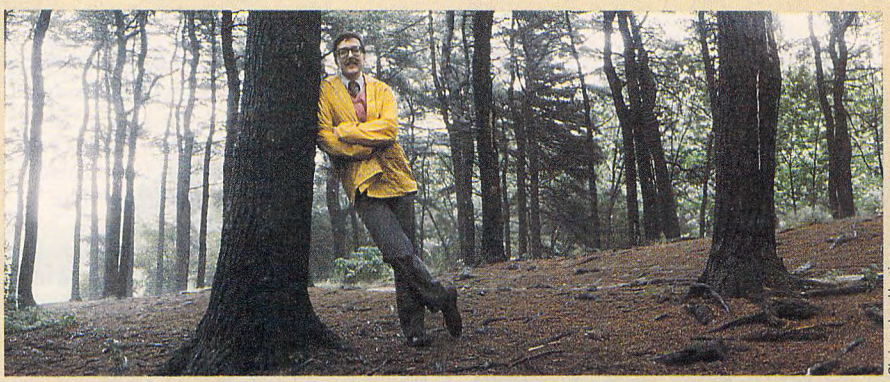
The process can take three to five days."

Like many other vendors, the holiday period is a busy one for Simon David. The company gets almost half its annual business online during the Christmas season. Last year, Simon David added an incentive for holiday shoppers that will be repeated this year: All members placing an order in November will have their names entered in a raffle for a Christmas turkey.

The variety of products available on The Electronic Mall reflect the diversity of CompuServe members, their tastes and interests. Chances are that going online to order will increasingly become commonplace. The items available on The Mall are anything but.

Joel Dreyfuss covers the computer industry for Fortune. *His CompuServe User ID number is 76004,2336.*

MERCHANT



Christopher Harting

Rent Mother Nature

BAILIWICK: Leasing swatches of nature to city slickers

STORE MANAGER: Brian Bauer

HOW TO GET THERE: GO RM

CLAIM TO FAME: The unusual. Rent your own lobster trap, beehive, sugar maple tree, etc., and reap the harvest.

RM FACTOID: You can run your trap lines in your underwear.

SHOPPER

A Happy Hoosier

Jim Battles

Lawrence Estep regularly browses The Electronic Mall and buys something at least once a month—typically software and accessories from Software Discounters of America (SDA) and videotapes from The Video Club (GO VC).

Estep uses SDA because it offers the widest selection for the Atari 8-bit, a less common computer species in Albany, Ind. where Estep lives and where there is no local dealer. Upon the closing of the Atari-8-Bit Shoppe, A.J., the assistant manager at SDA, gave Estep the chance to buy out all remaining inventory.

Estep has purchased about 200 programs from SDA including Newsroom, Videotitle Shop, Ghostbusters and the Great American Road Race.

Estep also frequents Walden Computer Books, Ballantine and Penguin Books. He enjoys exploring in The Mall at his leisure without being bothered by salespeople. "It is more peaceful than conventional shopping."

MERCHANT

Simon David

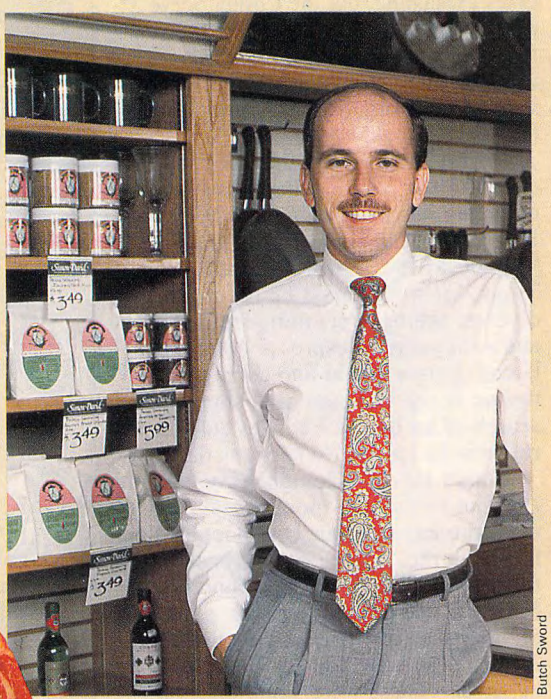
BAILIWICK: Gourmet food with a Texas accent

STORE MANAGER: Mike Smith

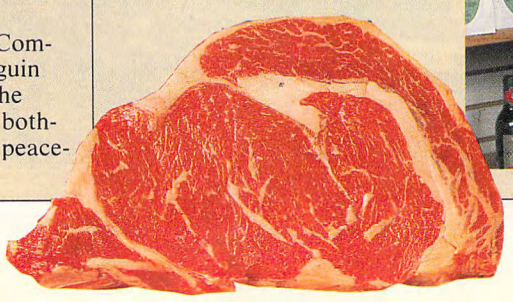
HOW TO GET THERE: GO SIM

CLAIM TO FAME: "The best little gourmet shop in Texas." Everything from wild game to exotic coffee beans. If you're fresh out of rattlesnake meat, pardner, this place will make you one happy cowpoke.

SIM FACTOID: Online customers are said to be most demanding.



Butch Sword



Go Mall

A GUIDE TO COMPUSERVE'S ELECTRONIC MALL® NOVEMBER/DECEMBER 1989

Let The Mall do your Christmas shopping this year

A gift-giving guide to appease the most demanding, the least demanding and everyone in between

- **Holiday Sampler**
  Have the season's spirit delivered to your door
- **Presents with presence**
  Gifts that speak for themselves
- **Seven new Mall stores deck their halls**
- **Free-shopping countdown 'til Christmas**

THE ELECTRONIC MALL®

DEAR SHOPPER

Dear Shopper:

My favorite gift to give this year? It's Simon David's '50s Flashback, a nostalgic red Coca-Cola wagon stocked with everyone's favorite snacks, from Oreos to Frito-Lay Corn Chips to Sugar Babies! It's just one of more than 300 items featured in this year's electronic Gift-Giving Guide. Take a stroll through the guide. You'll find something for everyone on your gift list, no matter what your budget.

Still stumped? Send St. Nick a note. Santa and his elves are at the North Pole waiting to hear from you. Tell him about the people on your list, and he'll reply with his personal suggestions. This year, Santa will make four live appearances at The Mall, too.

It's all part of Holiday Bazaar '89, The Electronic Mall's festive holiday celebration. Check out The Mall's Countdown 'til Christmas for news on free connect time, early bird shopping credits, visits from St. Nick, even an online Reindeer Round-up! To join the fun and festivity, GO HOL.

May your holidays be happy and healthy, and your shopping hassle-free.

Electronically yours,

Cindy Morgan

STAY UP-TO-DATE

Get set for the 1990s.

Here's a sampling of the new 1990 calendars that can be ordered online. Start the new decade with a clean slate.

1990 daily curmudgeon calendar.
Outrageously irreverent quotations for each day of the year, starting with New Year's Day: "I'd take a bromo, but I can't stand the noise."—W.C. Fields.
From Penguin Books. GO PB

1990 Billboard calendar.
Filled with more than 2,000 music trivia facts. Includes: holidays, famous birthdays, dates when bands formed and broke up, and top musical events; plus the top single and album for each month. Only $4.95 with the purchase of any CD or cassette, or $7.95 without purchase.
From AM/PM Music & Video. GO AM

Winnie the Pooh calendar.
All your favorite friends—Christopher Robin, Eeyore, Owl and, of course, Pooh.
From Penguin Books. GO PB

1990 Nintendo calendar.
From Walden Computer Books. GO WB

Dungeons and Dragons 1990 calendar.
From TSR Games Shoppe. GO TSR

1990 Microsoft desk reference calendar.
A leather-bound personal operating system. Includes a spacious week-at-a-glance section and quarterly travel planner.
From Walden Computer Books. GO WB

DEAR SANTA

Dear Santa,

Help! My grandmother lives alone in Sarasota, Fla. She doesn't need anything. Any ideas?

A Stumped Grandson in Gotham

Dear Stumped,

Why not remember your grandmother all year long? Consider The Flower of the Month from Simon David (GO SIM) or Bakery in Your Mailbox from Pepperidge Farm (GO PF). Both will have Grandma smiling once a month. Or why not lease a honey hive or rent a maple tree for her from Rent Mother Nature® (GO RM)? She'll be the envy of all her friends.

Santa

Dear Santa,

My teen-age son is interested in only one thing—rock 'n' roll. Any suggestions?

Going Deaf in Des Moines

Dear Going Deaf,

Certainly! Make your first stop Music Alley Online (GO MAO) where you'll find guitars, synthesizers, keyboards and more—all at competitive prices. Next, take a trip to AM/PM Music & Video (GO AM) for the latest in rock 'n' roll on compact disk or cassette. Also recommended at AM/PM is the Billboard 1990 calendar. For stereo equipment, try Miltrobe (GO MI).

Santa

Dear Santa,

I've been seeing a woman for about two months. I want to get her something nice for Christmas, but nothing too personal or too expensive. Any ideas?

A Cautious Guy in Cleveland

Dear Cautious,

Consider something sentimental, but not lasting. A deluxe box of Godiva Chocolates (GO GC) perhaps? Or a dozen roses from the Flower Stop (GO FS)? Perfume is always welcome, and Harris' Scent-Sations (GO HR) will gladly help you make a selection. Be sure to check out Pearls and Other Pleasures in the Gift-Giving Guide for more ideas.

Santa

Got a gift-giving problem? Write Santa and he'll write back! To send Santa a note, GO HOL.

GoMall

***Go Mall*, November/December 1989**
Volume 3 Number 6

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That ol' holiday spirit.

It's better to give than to receive. Bearing that adage in mind, The Mall has numerous gifts for you this holiday season, starting with . . .

$5 CompuServe usage credits for 500 savvy shoppers.
At The Mall, it pays to shop early. The first 500 shoppers who make an online purchase of $50 or more at The Mall beginning 12:01 a.m., Nov. 1, automatically will receive a $5 usage credit! It's our way of thanking you for shopping early, and electronically.

Four days of free mall-wide connect time.
Mark your calendars now. Connect time is free throughout The Mall the entire Thanksgiving weekend. That's four connect-free shopping days! Beginning 12:01 a.m. Thanksgiving Day, Thursday, Nov. 23, through Sunday, Nov. 26, 11:59 p.m., there will be no connect-time fees at The Mall. Why not settle in at the personal computer with that turkey sandwich and get all of your holiday shopping done? Or take a half-time break from the big game with one quick trip to The Mall.

Free advice from St. Nick.
What's a mall without Santa Claus? Santa and his elves are in residence online, hooked up with their modem at the North Pole, waiting to hear from you. Got a gift-giving dilemma? Santa's standing by with free advice. Send him an EasyPlex with your problem, and he'll write back with a custom list of gift ideas. Better yet, come "chat" with Mr. Claus and the elves live on four consecutive Sundays: Nov. 26, Dec. 3, Dec. 10 and Dec. 17.

For Santa's complete online schedule, GO HOL.

Corporate gift-giving can be easy.

If you have a client list a mile long or dozens of employees to thank, The Mall can help. Many merchants offer corporate gift-giving programs online. Place one order online, then relax! Customized gifts will be delivered to your roster of recipients in a timely, festive fashion. Among the merchants offering this special service are Godiva Chocolates (GO GC), Florida Fruit Shippers (GO FFS), Windham Hill (GO WH), Rent Mother Nature (GO RM) and Simon David (GO SIM).

Calling all armchair shoppers.

Now's the time to order free catalogs from a variety of Mall merchants. Browse the catalog at your leisure, offline. Then logon and place your order online. Shopping has never been easier.

Among the many merchants offering free print catalogs are Hammacher Schlemmer (GO HS), Pepperidge Farm (GO PF), Sharon Luggage and Gifts (GO SL), CDA Computer Sales (GO CDA), Push Pedal Pull Fitness (GO PPP), Outdoor Outfitters (GO OO) and MacWarehouse (GO MW). For a complete list, type GO MALL and consult The Electronic Catalog of Catalogs under the "Headlines and Happenings" option.

How to host an online holiday shopping party.

Be the first on your block to host an online holiday shopping party. Here's how:

1. Pick a day, any day. Remember, The Mall is always open!

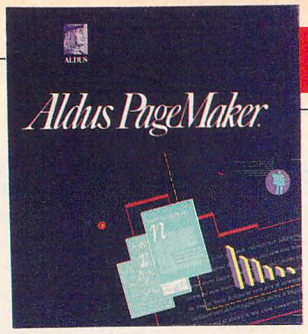
2. Send invitations to your friends and neighbors inviting them to an online shopping party. (Note: If you have an Apple or a Macintosh, check out CDA Computer Sales' selection of holiday packages. GO CDA) Ask all guests to bring a major credit card and their favorite holiday food or drink.

3. Take a preparty trip to The Mall. Order copies of print catalogs that are offered (Note: See The Mall's Catalog of Catalogs.) Set them aside for the day of the party. Pick up some party snacks online, too. A bucket of cookies from Pepperidge Farm (GO PF). A fruitcake from Simon David. Fresh fruit from Florida Fruit Shippers (GO FFS).

4. On the day of the party, mix up a batch of holiday eggnog. (Note: Try the recipe online in "Eat, Drink & Be Merry.") Deck the halls. Crank up a holiday CD.

5. Gather your friends around the personal computer and take them to The Mall. Introduce them to the wonderful world of CompuServe! (Subscriptions can be started by calling 1-800/848-8199.)

Happy shopping!



MicroWarehouse products for IBM PCs and compatibles.

Attention owners of IBM PCs and compatibles: MicroWarehouse is open at The Mall. Shop online for CAD/CAM, graphics and desktop publishing packages, including Aldus *PageMaker 3.0* and Xerox's *Ventura Publisher 2.01*. Utilities and languages, such as Borland International's *Turbo Pascal 5.5*. Modems, fax boards, communication software and networking products. Hardware, peripherals, expansion boards and upgrades. Monitors from NEC and Zenith. Printers by Canon, Panasonic and Pacific Data Products. And much more, all at unbeatably low prices.

First with new products and versions, MicroWarehouse offers unparalleled service, too. Free technical service. Overnight delivery for only $7 per order. Corporate accounts. Free print catalogs packed with reviews and updates of more than 300 products, plus answers to common questions about compatibility, copy protection and features.

Win the Compaq SLT/286.
To celebrate its grand opening, MicroWarehouse is giving away a new Compaq SLT/286. All shoppers have a chance to win this great new portable from Compaq with 40MB hard drive and dazzling VGA screen. It's got all of the features of a desktop, yet it fits on an airline table. Anyone who places an order will be entered automatically in the Great Computer Giveaway. Complete contest details can be found online. To shop MicroWarehouse, and for a chance at the Compaq, GO MCW.

MicroWarehouse's grand-opening, free-connect weekend: Dec. 16, 17.

Contemporary Southwest art by Artwear/Outwest.

The American Southwest. It conjures images of cacti and cowboys, canyons and coyotes. At Albuquerque-based Artwear/Outwest's new Mall boutique, shoppers can browse a gathering of contemporary art to wear. Custom cotton T-shirts for kids and adults. Fun, whimsical, Southwest motifs in earrings, pins and bolo ties. Free, colorful brochures are offered for each line of designs.

The Artwear line of T-shirts boasts an array of bright, bold, contemporary, award-winning designs by gifted artists, translated onto fabric by a state-of-the-art screenprint process. All shirts are 100 percent cotton and offered in three styles: full-cut, crew-neck with short sleeves, scoop-neck with short sleeves and a sweat shirt with long sleeves. Artwear for Kidz Images are also 100 percent cotton, youth crew-neck shirts.

Artwear/Outwest presents its colorful, popular Southwest jewelry in the form of pins, bolos (neckwear) and earrings. Each piece is hand-carved in wood and hand-painted with contemporary designs in brilliant acrylics. These designs from Artwear/Outwest are pure fashion fun, affordable ($10 to $15) and make great gifts.

To shop Artwear/Outwest, GO AO.

Artwear/Outwest's grand-opening, free-connect weekends: Nov. 18, 19 and Dec. 2, 3, 9, 10.

One-stop shopping at Court Pharmacy.

Vitamins. Hair and skin care. Contact lens supplies. Contraceptives. Personal care appliances. Candy, gifts and photo supplies. The Court Pharmacy carries them all, at low discount prices. Now, with one trip online, you can stock up on all of your health and beauty aids. Recognized brands as well as generic alternatives are available. Don't see what you're looking for? Simply ask.

The Court Pharmacy's online shelves are well-stocked. For example, more than 200 vitamins are offered, including B-complex for stress, and niacin, oat bran and other cholesterol-reducing formulas. Uncertain about a specific vitamin? Ask Tom the Pharmacist for an electronic explanation.

For diabetics, there are more than 60 products, including insulin and blood glucose monitoring supplies. Contact lens wearers—hard, soft and extended-wear—can stock up on everything from enzymes to solutions to extra carrying cases. For relief of everyday ailments, The Court carries antacids, laxatives, cough and cold formulas, and headache and pain remedies. Select your favorite brand—Advil, Excedrin or Anacin—or opt for a jumbo jar of the generic formula. The choice is yours. Either way, you will save with The Court's competitive pricing.

The Court carries the products shoppers are often embarrassed to request, too. Feminine hygiene products, products for the incontinent, and contraceptives. Online, you will find everything you need to keep looking and feeling your best.

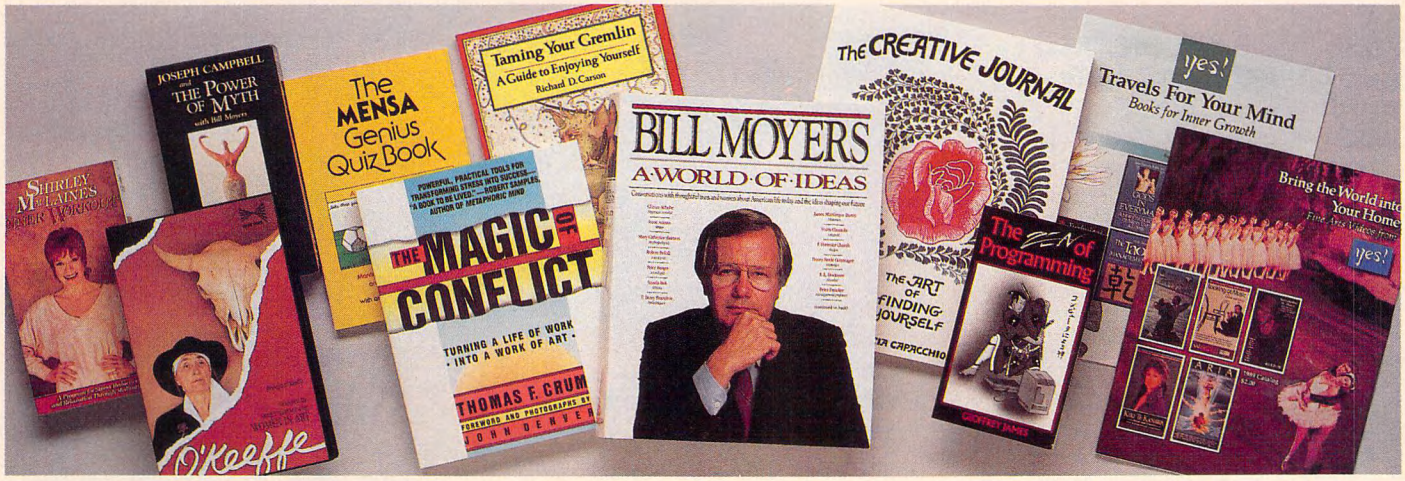
Prescriptions filled overnight, if you like.
The Court Pharmacy also will fill most prescriptions for you through its Service Counter. Contact Tom the Pharmacist for details.

Need something overnight? For an added fee, The Court Pharmacy will UPS Next-Day Air your order to you. Not in a hurry? The Court Pharmacy offers free UPS delivery on all orders of $50 or more.

And, just in time for holiday gift-giving, The Court Pharmacy features a gift department. Shoppers can order personal appliances, such as hair dryers and shavers; Russell Stover candies; travel accessories; golf novelties; and handy helpers, such as electronic de-icers and car coin dispensers. An added feature of The Court is its custom gift basket service. Give the name of the recipient and The Court will design a handsome, healthy basket especially for him or her.

To shop The Court Pharmacy, GO RX.

The Court Pharmacy's grand-opening, free-connect weekend: Nov. 11, 12.



Yes! Books and Videos for inner growth.

Yes! Books and Videos, world-renowned for providing people with the best in thought-provoking, life-inspiring, self-betterment books and videos since 1970, has opened its doors at The Mall. Proprietors Chris and Oliver Popenoe invite shoppers to drop by. Yes! puts the words and wisdom of some of the world's leading thinkers at your fingertips.

Especially recommended books include *Taming Your Gremlin: A Guide to Enjoying Yourself, The Creative Journal: The Art of Finding Yourself, The Magic Conflict: Turning a Life of Work Into a Work of Art* and *The Zen of Programming.* Also featured are great gift books, such as David Macaulay's *The Way Things Work,* Bill Moyers' *A World of Ideas* and *The Mensa Genius Quiz Book.*

The video department features, among others, "The Power of Myth" with Joseph Campbell, "Torvill & Dean" and "Shirley Maclaine's Inner Workout." You can tour the Louvre and the Met or visit with Ansel Adams, Pablo Picasso and Georgia O'Keeffe, all through video, from the comfort of your armchair. Music lovers will discover a diverse array of opera, classical music and New Age videos.

Subscribe to Yes! quarterly catalogs.

Shoppers also can subscribe to Yes! catalogs online. *Travels For Your Mind: Books for Inner Growth* is published four times a year. A one-year subscription is only $2.

For self-discovery, discover Yes! Books and Videos. GO YB.

Yes! Books and Videos grand-opening, free-connect weekend: Dec. 2, 3.

Experience Laser's Edge.

Looking for the ultimate in video experience? Look no further than Laser's Edge. Discover the laser disk difference . . . 425 lines of horizontal resolution compared to 240 lines for videotape . . . audio quality of compact disk with video . . . more durability than any tape format.

If you already own a laser disk player, you will delight in the Laser's Edge catalog of movie and music disks. Browse the online listings for the latest in new releases and the best of the backlist. With prices beginning as low as $24.95, laser disks are an affordable alternative. Featured titles include "David Bowie: Serious Moonlight" and "The Nutcraker: American Ballet Theatre" from Pioneer Artists. Classics like "Cleopatra," "Gone With The Wind" and "The Wizard of Oz." New favorites from the '80s such as "The Empire Strikes Back," "Amadeus" and "Back to the Future." Laser's Edge also offers a free print catalog featuring more than 4,000 titles.

You don't have a laser disk player? No problem! Laser's Edge carries a variety of models, including the Pioneer Combination Laser Disk/CD Player model CLD-1070. This combination disk player, which can handle five different laser audio and/or video formats, represents an amazing breakthrough for the disk industry. Laser's Edge retail price is a competitive $549.

To discover the laser disk difference, GO LE.

Laser's Edge grand-opening, free-connect weekend: Nov. 18, 19.

Shop The Computer Mart for IBM PC-compatible products.

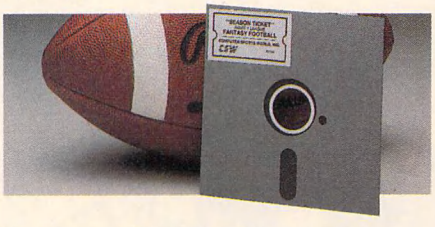
The Computer Mart, an online branch of Atlanta-based Peripheral Design, offers a wide array of products for IBM PC and compatible computers. Complete systems from ALR, AST, Everex and NEC are featured, as are add-ons and peripherals. Dozens of printers, for example, ranging from an Okidata workhorse to the sleek Hewlett-Packard Laserjet Series II, which produces perfect pages at a rate of eight per minute. Other printer lines offered include Citizen, NEC, Panasonic and Toshiba.

For portable personal computer power, there are four Toshiba laptops and two NEC portables. Also, modems, monitors and local area network products from Novell, Tops, Waterloo and others. Especially recommended for LAN beginners is *Lantastic* version 2.49 starter kit, a compatible network kit for two.

Finally, The Computer Mart's online catalog also offers more than 40 software packages, including *Laplink Plus-Traveling Software*, Microsoft *Windows 286* version 2.1, Ashton-Tate's *Chartmaster*, Aldus *Pagemaker* and Norton *Utilities Advanced* version 4.5.

For competitive pricing on a wide range of products for IBM PCs and compatibles, GO PD.

The Computer Mart's grand-opening, free-connect weekends: Dec. 2, 3, 9, 10.



Fantasy football software at Computer Sports World.

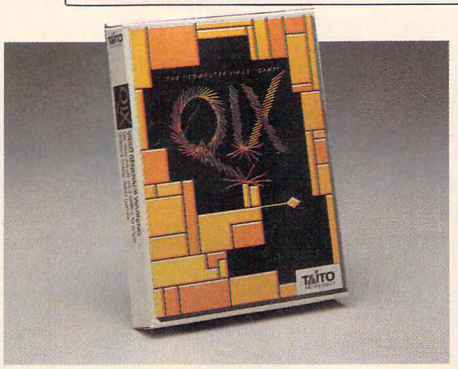
Computer Sports World, the nation's leading sports database, introduces *Season Ticket*, a new software program for IBM PC and compatible computers designed to reduce online charges and access fees for gridiron fans. For only $49.95, *Season Ticket* provides a full season of information for the typical Fantasy Football league: current and historical statistics, injuries, transactions, player ratings and more.

At the touch of a key, *Season Ticket* dials the CSW database, updates the stats and logs off—automatically. Follow your favorite NFL team on the road to the Super Bowl.

Shoppers can order *Season Ticket* online. Watch for *Season Ticket* for basketball and baseball coming soon, too!

For seats right on the 50 yard line, GO CSW.

Computer Sports World's grand-opening, free-connect weekend: Nov. 18, 19.



Psst . . . Software Discounters of America has Nintendo.

You want it? Software Discounters of America has it: this year's most-in-demand brand, Nintendo. But it's moving off the shelves and out the door as fast as SDA can unpack it. Nintendo is *hot*, but not too hot to handle! At SDA, you will find limited quantities available on an ever-changing list of available titles. Inventory changes weekly, so stop back often to see if your favorite Nintendo game is in stock. (Sorry, no special orders.)

Also, you'll find *Qix* from Taito Software, based on the original arcade hit, along with special sale items for each kind of computer every month.

To shop SDA for this season's sizzlers, GO SDA.

Make your own music.

AM/PM Music & Video invites you to create a customized compact disk or cassette collection for your family and friends. You know their tastes in music. Select any 10 CDs for $129 or any 10 cassettes for $49. Mix and match rock with reggae, classical with country, for a one-of-a-kind collection. AM/PM will package your selection in a handsome CD or cassette rack. (Your friend can finish filling it at his or her leisure.) It's a gift that shows imagination and thought. And it's a gift that will be remembered all year long—every time your friend turns on the sound system.

To create your own gift of music, GO AM.

Super savings for Santa from Shoppers Advantage Club.

This year, don't let holiday shopping break the bank. At Shoppers Advantage Club, you can save up to 50 percent off of manufacturers' suggested list prices on more than 250,000 products. Both members and non-members of the club can browse the broad selection of products, but only members can make a purchase. Join anytime. Most members make up the cost of membership with their first purchase. Plus, members enjoy a range of benefits, such as double warranty protection at no additional charge. To whet your appetite, here's a sample of gift-giving solutions for "Santas" this year:

Mini-Motors Batmobile.
Direct from Gotham City and ready for action. A fancy 58-inch Batmobile replica that drives at a safe 3 mph. Model #10090. List price: $199. **Member price: $129.**
To browse or join, GO SAC.

AT&T cordless phone.
Renowned AT&T clarity and quality in a sleek cordless phone. Base unit is table or wall mountable. Model #4200. List price:$109. **Member price: $69**

Pierre Cardin leather duffle.
A genuine leather duffle that boasts a roomy interior and wet-pack compartment to carry sporting or travel items. Model #95020. List price: $99. **Member price: $49.**

Shop MacWarehouse, *free*, every day.

Stop the presses! MacWarehouse has announced free shopping every day in November and December. You will pay no connect-time charges while browsing MacWarehouse's huge online store anytime at all. That's right: free connect, seven days a week, 24 hours a day for the rest of the decade.

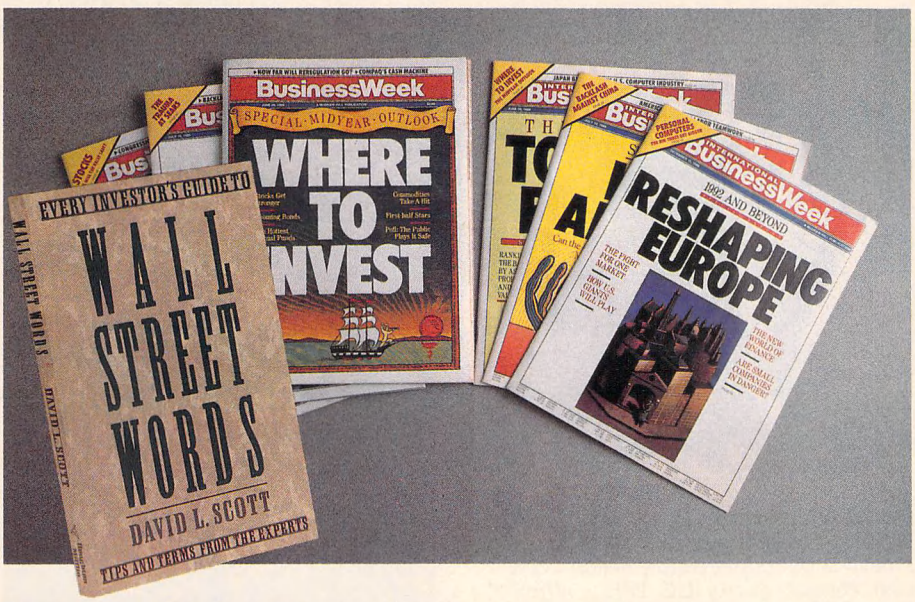
Another first at MacWarehouse is overnight delivery on *all* orders anywhere in the continental United States for only $3. For holiday gift giving, order anytime until 5 p.m. on Friday, Dec. 22, for delivery in time for Christmas.

For selection, overnight service and free connect time, GO MW.

Free scratch lottery tickets at Computer Express.

Attention IBM PC and compatible owners: Purchase *Hooked on Lottery* by Lifestyles from Computer Express and receive a free Massachusetts State Lottery scratch ticket and claim ticket. Here's your chance to retire from the rat race.

From Computer Express. GO CE.



Free gifts with paid *Business Week* subscription.

Business Week, the world's only weekly business magazine, is celebrating its 60th anniversary. Visit *Business Week* online, test your financial finesse with a short quiz and place your order for either a standard or international subscription to *Business Week*, and you will receive a free copy of *Business Week's Global Financial Annual* issue. As an added bonus, when you pay for your order, you will receive a second free gift—a copy of *Every Investor's Guide to Wall Street Words*, a one-of-a-kind, 400-plus page dictionary and reference guide listing 3,500 investment terms. GO BW.

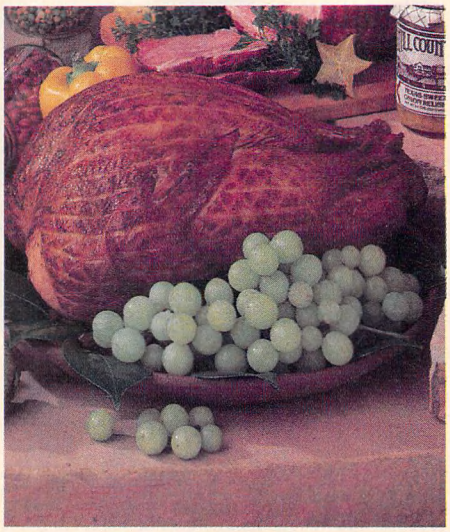
TALKING TURKEY

***Garfield's Thanksgiving* by Jim Davis.**
America's favorite cat talks turkey . . . and stuffing and gravy and pumpkin pie.
From Ballantine Books. GO BAL

Chocolate Tom turkeys and holiday ballotins.
Colorful birds make enchanting table decorations until the gobblers are gobbled up. Also, festive holiday ballotins available in ½-pound and 2-pound assortments.
From Godiva Chocolates. GO GC

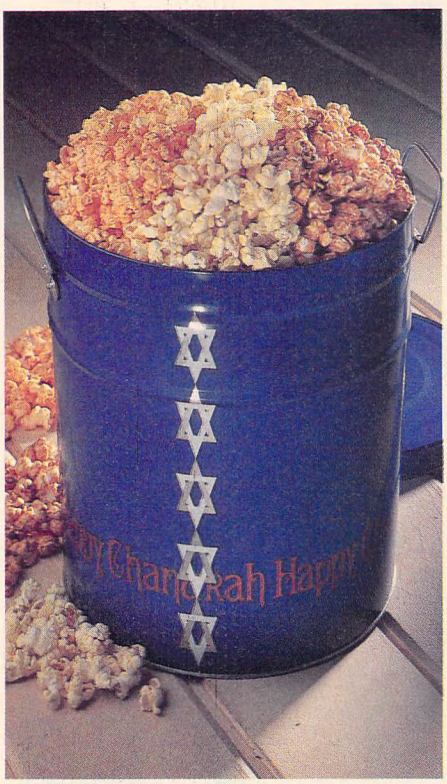
Autumn Harvest Bouquet by FTD.
A bountiful gathering of mixed flowers.
From Flower Stop. GO FS

Turkey Pinata.
Celebrate Thanksgiving Mexican-style with a festive Turkey Pinata. Each is filled with more than 50 foil-wrapped chocolate coins.
From Pepperidge Farm. GO PF

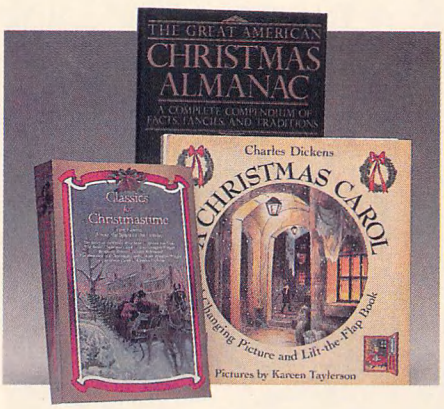


And the big bird, too, of course.
Tender, young USDA Grade "A" hen turkey slowly smoked and fully cooked over a hardwood fire to guarantee a plump, juicy feast.
From Simon David. GO SIM

CHANUKAH



Happy Chanukah popcorn tin.
Wish family and friends "Happy Chanukah" with this festive tin filled with three delicious flavors of popcorn.
From Pepperidge Farm. GO PF



Holiday reading.
Dickens' classic story, *A Christmas Carol*, in a new, large-format picture/action book from Penguin Books (GO PB) . . . *The Great American Christmas Almanac: A Complete Compendium of Facts, Fancies, and Traditions* by Irene Chalmers, also from Penguin Books . . . *Classics for Christmastime: Five Novels About the Spirit of the Holiday* from Ballantine Books (GO BAL) . . . And America's favorite furry beast in *A Garfield Christmas*, also from Ballantine Books.

DECEMBER 25

Deck the halls.
With boughs of live holly and a eucalyptus wreath! Also, a live dwarf Christmas tree, decorated or undecorated.
From Williams & Eeden Garden Center. GO WE

And trim the tree.
Santa and Computer ornament. A 3-inch Santa standing in front of his computer terminal double-checking his list!
From Walter Knoll Florist. GO WK

Picture-perfect poinsettias.
Beautiful traditional poinsettias in a variety of sizes.
From Walter Knoll Florist. GO WK

Say it with cake.
Looking for a new way to say "Happy Holidays"? Can't make a holiday gathering with far-flung family and friends? Send your sentiments with a cake. Choose from a selection of scrumptious gourmet cakes such as chocolate raspberry, Italian rum or black forest cakes. Each is made with all natural ingredients, packed in a jostle-proof container and shipped by Federal Express.
From 44 Cakes. GO DS

The sounds of Christmas.
Christmas music on CD and cassette. Select from Handel's "Messiah," "The Nutcracker," Mannheim Steamroller "Christmas" volume 1 and "Christmas" volume 2, "A Charlie Brown Christmas," Wynton Marsalis' "Crescent City Christmas Card," the all-new Randy Travis' "An Old Time Christmas" and more.
From AM/PM Music & Video.
GO AM

Home holiday movies.
Start the popcorn popping, then pop a movie into the VCR. Holiday favorites include "It's A Wonderful Life," "Holiday Inn," "White Christmas" and "A Charlie Brown Christmas."
From AM/PM Music & Video.
GO AM

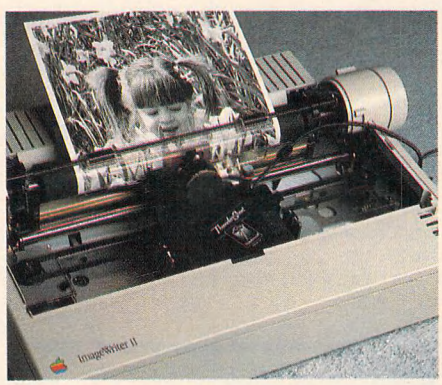
Cookies for Santa.
Moravian cookies. Paper-thin ginger cookies made from an original Moravian recipe from Sharon Luggage and Gifts (GO SL). A variety of samplers include Pepperidge Farm Specialty Cookie Assortment; Pepperidge Farm Distinctive Cookie Tin; or Country Cookie Collection from Pepperidge Farm Mail Order (GO PF). Also, sweet biscuits, including almond shortbread, sultana crunch and fruit shrewsbury, from Crabtree & Evelyn (GO CR).

Christmas plum pudding.
An Old English holiday tradition. One or two plum puddings with brandied hard sauce.
From Pepperidge Farm. GO PF

***A Winter Solstice* and *A Winter Solstice*, volume 2.**
A set of the sounds of the season as recorded by a variety of musicians from Windham Hill's stable of artists. Featured performers include Will Ackerman, Philip Aaberg and Michael Hedges. Available on CD or cassette only.
From Windham Hill. GO WH

Cointreau® and cognac fruitcake.
A rich loaf laced with imported Cointreau and filled with cognac-soaked pineapples, pecans, orange peel, citron and raisins.
From Pepperidge Farm. GO PF

Christmas postcard book.
Contains 30 beautifully reproduced, ready-to-send postcards.
From Ballantine Books. GO BAL



Homemade holiday greetings.
Attention Apple and Macintosh owners! Make your own Christmas correspondence this year with the Apple, Apple IIe, IIc and IIgs, and Macintosh holiday packages. The *Apple IIe/IIc Thunderscan Holiday Package*, for example, includes *The Thunderware Thunderscan*, Bröderbund's *Print Shop* software and *Printshop Graphic Library* holiday edition. Create everything from holiday greeting cards to festive invitations for holiday get-togethers.
The *Macintosh Thunderscan Holiday Package* enables you to take a recent family photograph, scan it with your computer, decorate with holiday clip-art and print it on your choice of paper with an Imagewriter II printer.
From CDA Computer Sales.
GO CDA

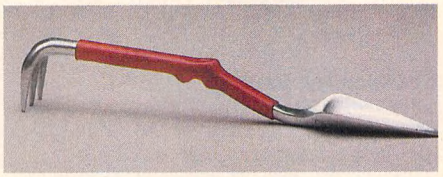
Take a sneak peek at The Mall's 1989 Gift-Giving Guide.
Does holiday shopping have you stumped? Don't know what to get Dad? Is there someone on your list who's impossible to please?

Don't worry! The Mall's Gift-Giving Guide has something for everyone. Best of all, the Gift-Giving Guide is a breeze to use. Type GO HOL. Select a category. Browse the suggestions. When you see something you would like to purchase, type O to order. It's that simple.

On a budget? You can search the guide by price range, too. Here's a sampling, selected from the more than 300 items featured, of what you'll find online:

PEARLS AND OTHER PLEASURES For the Lady in Your Life

Italian hand-crafted jewel box.
Crafted in Italy of rich burlwood and lined in suede with lift-out tray.
From Sharon Luggage and Gifts. GO SL



The Trake.
Not a trowel and not a rake. It's a trake! Plant and cultivate with this versatile gardening tool.
From Williams & Eeden Garden Center. GO WE

Movado ladies' Museum Watch.
A legend in modern design. Crafted in Switzerland in 18-karat, gold-micron finish with electronic quartz movement.
From Harris' Scent-Sations. GO HR

A dozen roses.
One dozen of the finest roses with a deluxe vase trimmed in 22 karat gold, delivered by Federal Express.
From Flower Stop. GO FS

Porsche Carrera sunglasses.
The one and only, featuring interchangeable lenses.
From Elite Eyewear. GO EE

The classic stainless-steel whistling tea kettle.
New classic English-style, 2.5-quart whistling kettle.
From The Chef's Catalog. GO CC

The Ultra Rope.
Develops coordination and balance, tones muscles and increases aerobic capacity.
From Push Pedal Pull Fitness. GO PPP

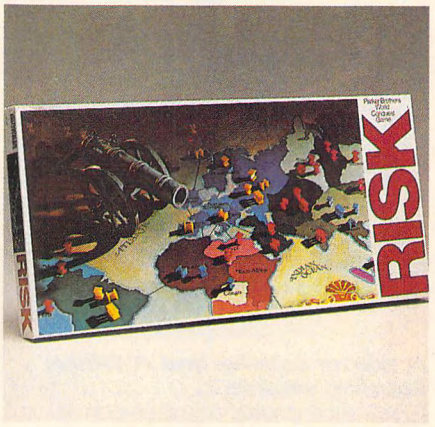
NOT JUST TIES AND TOOLS For the Man in Your Life

Underwater 35mm film camera.
Completely waterproof, with easy loading, compact design and detachable flash. Takes pictures from as far away as 9 feet underwater and works to depths of 33 feet.
From Rin Robyn Pool 'N Patio. GO RR

Casino Gambling—Trump Castle.
Six popular casino games in one 3-D animated program. Includes blackjack, roulette, craps, keno, video poker and slot machines.
From Computer Express. GO CE

The Russian military watch.
Russian-made quartz timing mechanism, made by Gruen.
From Hammacher Schlemmer. GO HS

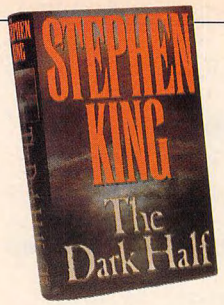
Coleman® new deluxe three-burner stove.
From Outdoor Outfitters. GO OO



***Risk*: The Board Game**
Command armies. Conquer continents. Rule the world with this classic board game.
From Games Galore. GO GG

Henckel's professional steak knives.
Set of four professional-quality steak knives in a gift box. Made of high carbon, no-stain steel with balanced bolster for easy cutting. Razor sharp.
From The Chef's Catalog. GO CC

Tasco binocular.
Compact, lightweight 8-by-21 binocular and carrying case.
From Sharon Luggage and Gifts. GO SL

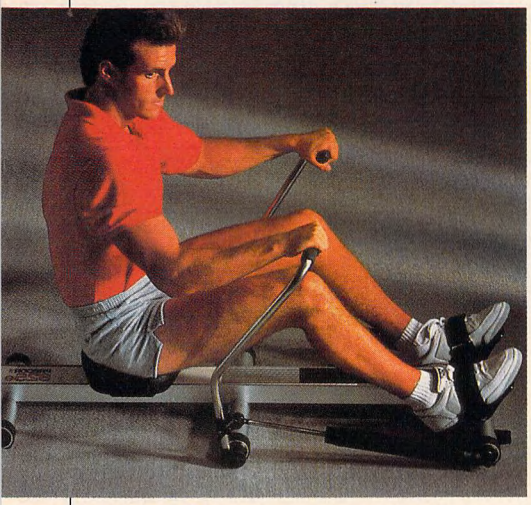


***The Dark Half* by Stephen King.**
Menacing. Mesmerizing. A new monumental best seller from the master!
From Penguin Books. GO PB

Scrimshaw handle pocketknife.
From Alaska's Ivory Cache. GO IV

Basketball's Great Moments.
The Celtics' championship victory over the 76ers in 1968 . . . Villanova's memorabie upset of Georgetown for the NCAA title in 1985 . . . Wilt Chamberlain's unprecedented 100-point game against the Knicks in 1962 . . . Relive these and other moments with this lavishly illustrated book.
From McGraw-Hill Book Co.
GO MH

V-neck, long-sleeve sweater.
Knitted by Lord Jeff Mills of 100 percent cashmere. Choose from an array of colors, including navy, gray, camel, red, yellow, pink and black.
From Apparel Concepts for Men.
GO APC



Precor 625e rower.
Made from aircraft-quality aluminum with sealed ball-bearing rollers. Features microprocessor electronics that alternately display exercise time, strokes per minute and total workout strokes.
From Push Pedal Pull Fitness.
GO PPP

Serengeti sunglasses.
High-performance sunglasses designed for razor-sharp visibility in all lights. Ultraviolet treatment eliminates 99 percent of all harmful ultraviolet rays. Scratch resistant.
From Elite Eyewear. GO EE

BABES IN TOYLAND
For Tots, Tykes and Toddlers

'50s Flashback.
A nostalgic, red Coca-Cola® wagon filled with Oreo cookies®, Frito-Lay Corn Chips®, Peter Pan Peanut Butter®, Ritz Crackers®, Butterfingers®, Baby Ruths®, Sugar Babies®, eight bottles of Coke®, a yo-yo and more! A real blast from the past.
From Simon David. GO SIM

***Stay Up Late* by David Byrne and Maira Kalman.**
A quirky interpretation of "Talking Heads," David Byrne's song that captures the wild and wooly excitement when a new baby comes on the scene.
From Penguin Books. GO PB

Raggy racoon.
A ring-tailed rascal who will steal your heart.
From Hobby Center Toys. GO HC

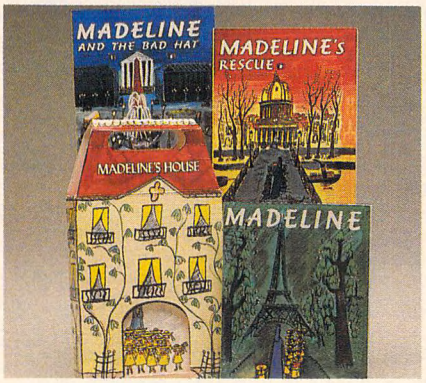
Children's musical gloves.
These electronic gloves play eight individual synthesized musical tones. Each fingertip has a built-in piezo-electric chip that plays a distinctive tonal beep when pressed on a hard surface, such as a table or floor.
From Hammacher Schlemmer.
GO HS

Noah's Ark.
Help Noah get his animals, two by two, on the ark with this 50-piece hardwood set.
From Hobby Center Toys. GO HC

Canned toy Alaskan brown bear.
Twelve inches tall, this stuffed Alaskan brown bear is packed in a can.
From Alaska's Ivory Cache. GO IV

Learn-to-swim suit.
Soft, comfortable and buoyant, this suit is an outstanding confidence-building aid for young children.
From Rin Robyn Pool 'N Patio.
GO RR

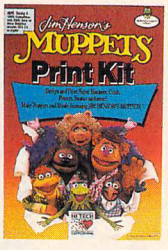
SUGAR AND SPICE AND EVERYTHING NICE
Especially for Little Girls



***Madeline's House* by Ludwig Bemelmans.**
Madeline's three most popular adventures in unabridged miniature editions, all housed in a replica of the famous "old house in Paris that was covered with vines."
From Penguin Books. GO PB

***Baby Bird* board game.**
Brightly colored wooden baby birds hop from branch to branch in this color-matching game.
From Games Galore. GO GG

***Little Women* dolls.**
By Madame Alexander. Marme, Meg, Jo, Amy, Beth and Laurie all come to life. Each 12-inch doll is carefully dressed in the fashion of the Victorian era.
From Hobby Center Toys. GO HC



Muppets print kit.
A fun-filled sign, poster, banner, card, stationery and storybook design program. Illustrate with Kermit, Miss Piggy, even Fozzie Bear.
From Computer Express. GO CE

SNAKES AND SNAILS AND PUPPY DOG TAILS Especially for Little Boys

The official Babe Ruth bat.
An exact reproduction of the model used by George "Babe" Ruth in the year 1935, his last season.
From Hammacher Schlemmer.
GO HS

Ford motorsports pedal car.
Pedal-powered, simulated NASCAR racer with built-to-take-it design.
From Ford Motor Co. GO FMC

Seal skin Eskimo yo-yo.
From Alaska's Ivory Cache. GO IV

Beach tracks.
Matching visor and sandals. Sandals leave 3-D footprints. Choose from duck, alligator and hippo. "Cool Gear" vinyl tote bag included.
From Rin Robyn Pool 'N Patio.
GO RR

Radio-controlled Porsche 944 by Nikko.
One-twenty-fourth scale. Decorated with official Porsche emblems and markings, this exciting radio-controlled car operates with full-function control.
From Hobby Center Toys. GO HC

***Dachshunds* board game.**
A race game with a twist—the head and tail of the dog must both cross the finish line.
From Games Galore. GO GG

TEEN-AGE TICKETS TO RIDE For the 12-to-21 Set

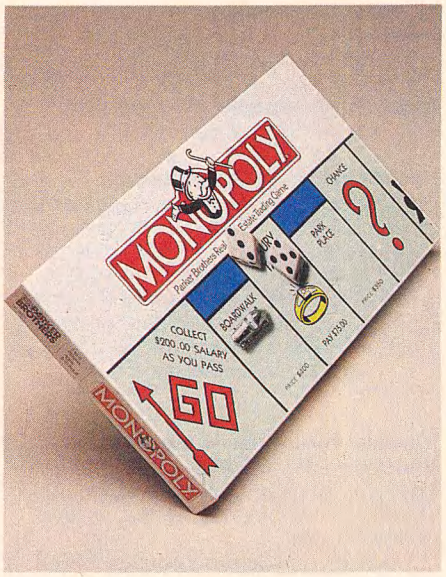
Electronic air drums.
With a simple drum gesture in mid-air, these drumsticks simulate the sounds of an actual drum set, allowing you to create your own music or play along with your stereo.
From Hammacher Schlemmer.
GO HS

Cooler and chair in one with matching umbrella.
Get set for spring break!
From Rin Robyn Pool 'N Patio.
GO RR

Hot Lixx guitar.
Computerized electronic guitar makes great sounds without a single lesson.
From Sharon Luggage and Gifts.
GO SL

Ford sports watch.
Durable and waterproof. High-impact case and strap.
From Ford Motor Co. GO FMC

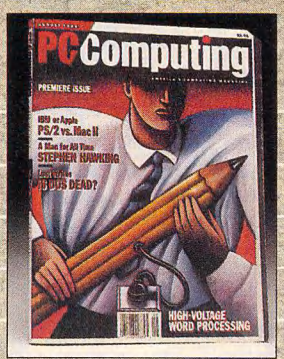
Woods® Canadian Army mummy bag.
From Outdoor Outfitters. GO OO



Monopoly.
From Baltic Avenue to Boardwalk, Reading Railroad to the Electric Company. Play the world's best-selling board game.
From Games Galore. GO GG

Bolle ski goggles.
100 percent ultraviolet protection.
From Elite Eyewear. GO EE

The Mall's 12



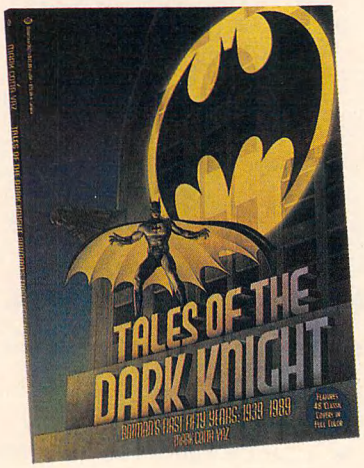
On the twelfth day of Christmas, my true love gave to me . . .

Twelve months of *PC/Computing* from *PC/Computing*. GO PCC

Rock 'n flowers.
Perky flower-pot musicians dance with the music when placed in front of a radio or speakers. The faster the music, the faster they dance.
From Sharon Luggage and Gifts. GO SL

Levi 505 straight-leg jeans.
For him and her, the classic jean.
From Apparel Concepts for Men. GO APC

"Action Tracker" sports camera.
Unique quad lens design gives you four sequential action photos on one print. Great for tracking a tennis serve, home run or the winning catch.
From Rin Robyn Pool 'N Patio. GO RR



Tales of the Dark Knight: Batman's First Fifty Years 1939–1989.
Holy holiday! Batman turns 50! A celebration of Gotham's favorite caped crusader.
From Ballantine Books. GO BAL

Puma® all-sports folding knife.
From Outdoor Outfitters. GO OO

Advanced Dungeons & Dragons.
From TSR Games Shoppe. GO TSR

For hundreds of other gift-giving ideas, GO HOL.

SCROOGE'S SOURCE Everything Under $10!

***The Official® Price Guide to Beer Cans and Collectibles,* fourth edition.**
The history of more than 1,000 brands of brew.
From Ballantine Books. GO BAL

Teen-age Mutant Ninja Turtles.
Born in captivity, mutated by radiation, escaped to be raised in the sewers by a master of ninitsu, here come *Teen-age Mutant Ninja Turtles.* A board game with a twist!
From TSR Games Shoppe. GO TSR

Liqueur fruit preserves.
Select from raspberry/kirsch, strawberry/curacao, plum/amaretto, tayberry/drambuie and more.
From Crabtree & Evelyn. GO CR

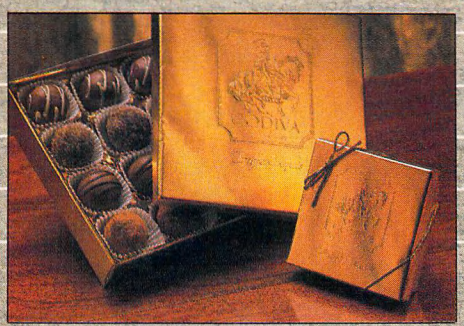
Magic garden.
Watch this magic garden metamorphose before your very eyes. Flowers blossom. Trees bloom. Snow appears on the mountain top. A kaleidoscope of color and activity.
From Williams & Eeden Garden Center. GO WE

The computer bug.
A cute, little, crawly critter made from a real computer chip.
From Walden Computer Books. GO WB

Days of Christmas

On the eleventh day of Christmas, my true love gave to me . . .

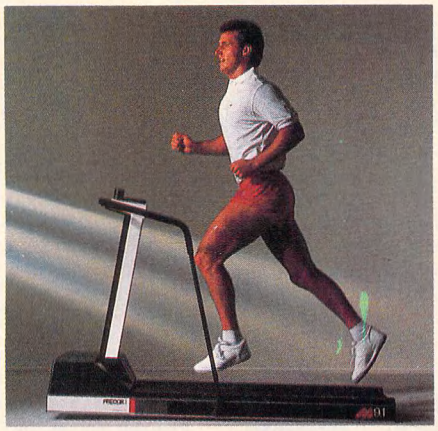
An 11-piece stainless-steel cookware set from The Chef's Catalog. GO CC



On the tenth day of Christmas, my true love gave to me . . .

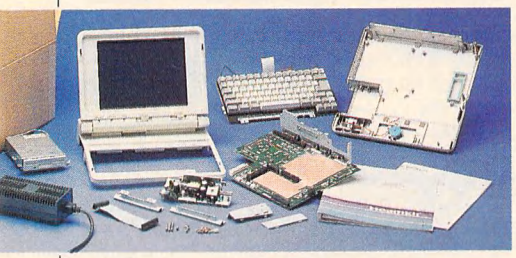
Ten ounces of Truffles from Godiva Chocolates. GO GC

RUDOLPH'S RANSOM
A Grand Or Better



Precor 9.1 treadmill.
State-of-the-art technology. Features 96 distinctive exercise courses. A four-point suspension system virtually eliminates the stressful impact of running or walking. LED readouts monitor elapsed time, distance, speed, calories burned per minute and total caloric expenditure.
From Push Pedal Pull Fitness. GO PPP

Wooly Mammoth ivory tusk.
A 15,000-year-old Wooly Mammoth ivory tusk found on the banks of the Yukon River in 1985.
From Alaska's Ivory Cache. GO IV



Heath's First Kit 286 laptop.
Fully IBM PC and PC-AT compatible, the Heathkit HS-2860 incorporates a 12 MHz, zero nait state 80286 processor that speeds through data to give you answers fast. Featuring 1MB RAM and one 1.4 MB 3.5-inch disk drive, the HS-2860 gives you the versatility to add another internal storage device when needed.
From Heathkit. GO HTH

Tango spa.
Features five independently adjustable whirlpool jets and lumbar-supported sculptured seating for two. Crafted from thermo-formed acrylic with Fiberglas reinforcement. With a 100-gallon capacity and a total weight of only 240 pounds, the Tango Spa can be moved easily from indoors to outdoors for year-round enjoyment. Free delivery, initialization and starter chemicals.
From Rin Robyn Pool 'N Patio. GO RR

Bill Elliot radio-controlled T-Bird.
Simulate exciting NASCAR action in this gas-powered, radio-contolled, one-fourth scale replica of the Elliot championship T-Bird.
From Ford Motor Co. GO FMC

The new Tandy 1000 T/L2 and the Tandy 5000 MC.
1000 T/L2. Powerful 8MHZ 80286 Microprocessor 640K, Smartdrive ready, enhanced 101 keyboard, two joystick ports, parallel and serial ports, one 3.5-inch 720K drive.
5000 MC. 20 MHZ, 386. For fastest memory accesses, uses Intel 82385 Memory Cache Controller. IBM micro-channel-compatible architecture. VGA, 3.5-inch 1.44MB built-in.
From Marymac Industries. GO MM

VISIONS OF SUGAR PLUMS
Gourmet Gifts and Goodies

Giant peanut butter cup.
A 1-pound peanut butter cup. Yummy peanut butter filling covered top to bottom with delicious milk chocolate.
From Pepperidge Farm. GO PF

The pick of the crop.
One bushel of Florida oranges and grapefruits—four delicious varieties—carefully selected and hand-packed in an exclusive gourmet tray.
From Florida Fruit Shippers. GO FFS

"Folk Art Santa" cookie tin.
A gorgeous collectors' tin filled with nine delicious varieties of Pepperidge Farm's favorites.
From Pepperidge Farm. GO PF

Gourmet chocolate truffle cake.
Pure ecstasy! Silky dark chocolate cake subtly enhanced with the finest Dutch chocolate liqueur and decorated with pure whipped cream and dark chocolate shavings. Only natural ingredients. No preservatives. A cake for chocolate connoisseurs.
From 44 Cakes. GO DS

Coffee of the Month Club.
Travel the world via your coffee cup. (No passport required.)
From Coffee, Anyone ??? GO COF

English mustards.
Select from whole grain, robust, honey and tarragon.
From Crabtree & Evelyn. GO CR

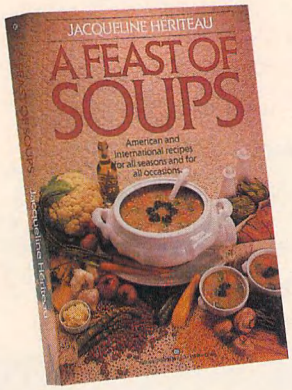
Holiday gift basket.
A festive, red wicker holiday basket filled with conserves, fruit tea, shortbread cookies, mini preserves and bonbons.
From Crabtree & Evelyn. GO CR

The Mall's 12

On the ninth day of Christmas,

my true love gave to me . . .

Nine months of Florida fruit from Florida Fruit Shippers. GO FFS



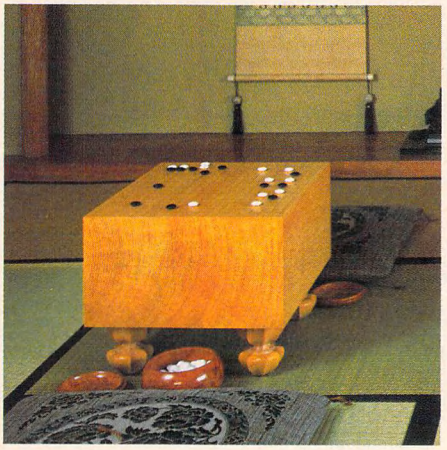
A Feast of Soups.
A cookbook chock full of recipes for fabulous soups to warm all seasons and all occasions. From Ballantine Books.
GO BAL

Sweet heat tropical sampler.
Add a little spice to someone's life. Three hot seasonings—curry, Szechuan and Caribbean—and a recipe book.
From Some Things Special's Unique Boutique. GO SP

The diet balancer for the IBM.
A health/nutrition guide that puts complete nutritional data at your fingertips.
From Computer Express. GO CE

OUT OF THE ORDINARY OFFERINGS
For the Impossible to Please

Floating photo cube.
Defies the law of gravity with a strong magnetic force. Crystal clear acrylic cube holds four 3.5- by 5-inch photos.
From Sharon Luggage and Gifts.
GO SL

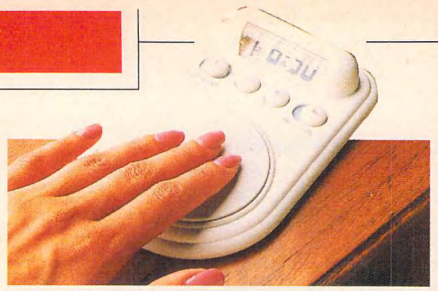


Authentic traditional Japanese Go set.
Imported from Japan. Features a 6.5-inch solid Katsura wood board with legs and stones of slate and shell. Includes two books, *The Magic of Go* and *Basic Techniques of Go*. From Games Galore.
GO GG

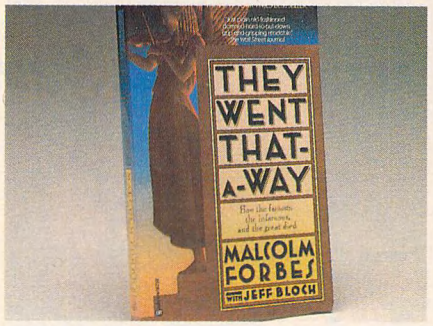
Bakery in Your Mailbox Club.
Family and friends will enjoy a new Pepperidge Farm goodie each month, beginning with plum pudding and brandied hard sauce in December and ending with an Old World stollen next November.
From Pepperidge Farm. GO PF

Wooden pink flamingo.
Be the first one on your block to have your very own pet flamingo.
From Williams & Eeden Garden Center. GO WE

Tahiti and her islands.
Fly Air France non-stop via 747 from Los Angeles to Tahiti. Select from a variety of packages for your "dream vacation."
From Air France. GO AF

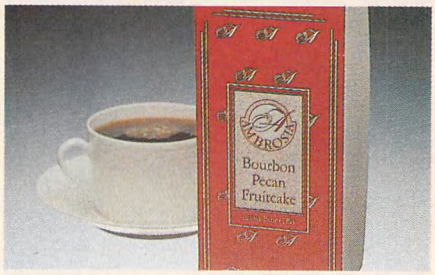


The snoozer's fumble-free alarm.
Clock features an oversized snooze button.
From Hammacher Schlemmer.
GO HS



***They Went That-A-Way: How the Famous, the Infamous, and the Great Died* by Malcolm Forbes with Jeff Bloch.**
Mata Hari blew kisses to her firing squad. Oscar Wilde supposedly commented, "Either this wallpaper goes or I do." George Washington survived a war, then succumbed to the common cold. A book to die for.
From Ballantine Books. GO BAL

Fresh frozen rattlesnake meat.
The real thing. Tastier than you'd imagine.
From Simon David. GO SIM



Ambrosia Jones' "Adult Only" fruitcakes.
There really is an Ambrosia Jones—and she makes these cakes but once a year. Choose Jamaican Rum or Bourbon Pecan.
From Coffee, Anyone ??? GO COF

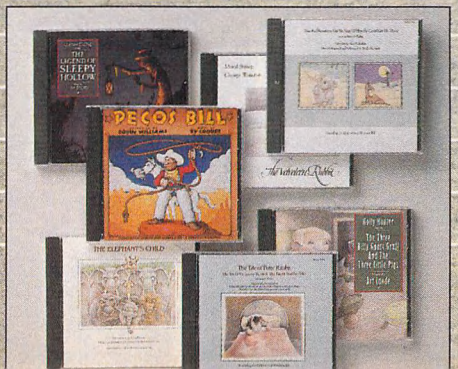
Days of Christmas

On the eighth day of Christmas,

my true love gave to me . . .

Eight super soups from Pepperidge Farm.

GO PF



On the seventh day of Christmas,

my true love gave to me . . .

Seven storybook classics from Windham Hill. GO WH

GIFT-GIVING GUIDE

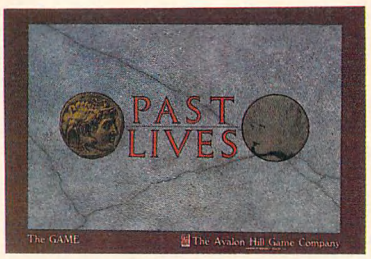
Levitating globe.
The world turns before your eyes by the power of electromagnetic technology.
From Sharon Luggage and Gifts. GO SL

Jockey terry-cloth bath kilt.
Not for Scotsmen only.
From Apparel Concepts for Men. GO APC

Tower of delights.
Four wrapped packages of goodies. First oranges, then grapefruits, next pralines and finally tropical candies.
From Florida Fruit Shippers. GO FFS

New gadget organizer.
The 18 most-used kitchen essentials cleverly contained in a compact revolving carousel.
From The Chef's Catalog. GO CC

For hundreds of other gift-giving ideas, GO HOL.



***Past Lives*: A Board Game.**
Travel through the ages of history, from the Industrial Age to ancient times. Who were you, in your last life?
From Games Galore. GO GG

One-year sugar maple tree lease.
It starts with a personalized lease document, suitable for framing and a gift card. Next, periodic progress reports arrive. Finally, in late April or early May, the harvest: at least 50 ounces of fresh maple syrup, more if Mother Nature is bountiful.
From Rent Mother Nature. GO RM

Scrambled number watch.
Large, easy-to-read numbers—all jumbled. Give the perpetually late a good excuse.
From Some Things Special's Unique Boutique. GO SP

***Personal Lawyer* software.**
From The Law Store. GO LA

PETS ARE PEOPLE, TOO For Cats and Dogs and Other Living Things

The only orthopedic pet bed.
Features an orthopedically designed, multiconical, foam cushion to provide increased comfort, air circulation and healthy joint support for your dog or cat.
From Hammacher Schlemmer. GO HS

Catnip and oats.
Two kits in one. Makes a "purrfect" gift for the felines on your list.
From Williams & Eeden Garden Center. GO WE

Bird bath warmer.
Keeps your bird bath ice-free all winter.
From Williams & Eeden Garden Center. GO WE

FOR ALL THAT YOU DO . . . For Bosses and Business Associates

Parker fountain pen.
A re-creation of Parker's 1920 landmark fountain pen. Diamond-polished and electroplated with 22 karat gold. An elegant writing instrument, so finely crafted that Parker has given it a lifetime guarantee.
From The Stationery Center. GO SC

Lost Marble, Strategy and Cube Puzzles.
Rain Tree puzzles made in Thailand guaranteed to provide hours of fun and frustration.
From Games Galore. GO GG

Crabtree & Evelyn logo tin.
Traditional logo tin filled with cheese, wafers, shortbread, teas and preserves.
From Crabtree & Evelyn. GO CR

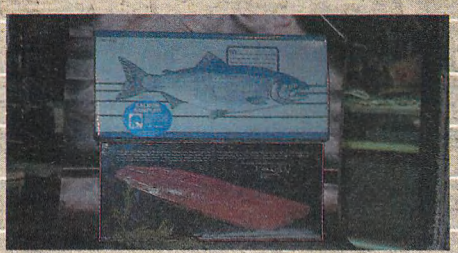
The tropical luau.
A tropical taste treat featuring oranges, grapefruits, pineapples, coconut, avocados and more.
From Florida Fruit Shippers. GO FFS

The Mall's 12

On the sixth day of Christmas, my true love gave to me . . .

Six sirloin strip steaks from Simon David.

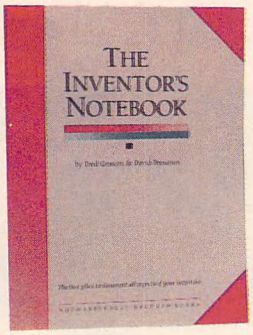
GO SIM



The Gold Pfeil Time Manager.
Crafted in Germany of fine leather, a refillable agenda for the most discriminating.
From Sharon Luggage and Gifts. GO SL

Montblanc Meisterstuck design ballpoint pen.
The tradition of Montblanc in a practical ballpoint pen.
From Harris' Scent-Sations. GO HR

Travel-Pak for Psion Organizer II.
The ultimate information database for the business and the leisure travelers. Includes language translation, international dialing assistance, metric/imperial conversions, currency exchange, world time clock, expense and itinerary recording and more.
From Paradise Technology. GO PT



Guides for entrepreneurs.
Inventor's Notebook, Patent It Yourself and *Partnership Book.*
From The Law Store. GO LA

COMPUTER COMPATIBLES For Microcomputer People Only

CompuServe Navigator.
From MacWarehouse. GO MW

Portable "PC" power.
The Psion Organizer II Model LZ. Discover the hand-held computer that has taken Europe by storm. Features 32K of RAM and 64K of ROM, an expanded operating system and a bigger screen—four lines by 20 characters. Full-screen, month-at-a-glance calendar, multiple notepads and multifile database operations are just a few of the new features.

Also, Direct Connect Modem includes Comms-Link software and makes the Organizer a complete remote terminal. And Direct Connect Printer.
From Paradise Technology. GO PT

The Chocolate Software Co.'s Silicon Special.
Incredibly edible microcomputer treats. A 5.25-inch disk, a 3.5-inch disk, a chocolate keyboard and a chocolate computer, all of 100 percent Belgian chocolate. Mix and match any three of these delectable disks and drives.
From Some Things Special's Unique Boutique. GO SP

Spacemizer vertical computer workstation.
Consolidate your entire microcomputer system—including printer—in less than 4 square feet with this handsome unit in oak or walnut.
From The Stationery Center. GO SC

Toshiba CD-ROM drive and installation kit for IBM PC-XT.
From The CD-ROM Store. GO RS

ScanMan for the IBM PC-XT and PC-AT.
A hand-held scanner from Logitech offers a fast and convenient way to add the polished look of images to your document.
From Walden Computer Books. GO WB

Days of Christmas

On the fifth day of Christmas,

my true love gave to me . . .

Five kinds of salmon from Alaska's Ivory Cache. GO IV

On the fourth day of Christmas,

my true love gave to me . . .

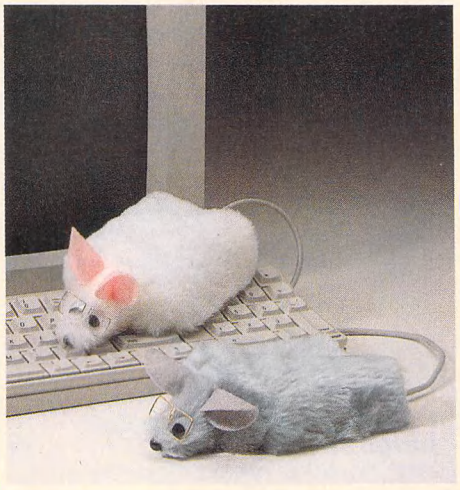
Four exotic teas from Coffee, Anyone ??? GO COF

CD binder.
Holds up to 40 disks, CD-audio or CD-ROM. Great for protecting and organizing your CD collection.
From The CD-ROM Store. GO RS

***King's Quest Companion* by Peter Spear.**
The perfect gift for fans of Sierra Online's *King's Quest* series.
From Walden Computer Books. GO WB

Computer service tool kit.
Includes the essentials for computer repair and upgrade: two slotted screwdrivers, two Phillips screwdrivers, two torque screwdrivers, a three-claw parts holder, assembly tweezers, 3/16-inch and 1/4-inch nutdrivers, a chip inserter and a chip puller. All tools are demagnetized and mounted in a handsome vinyl carrying case.
From Direct Micro. GO DM

PageMaker 3.02.
From MacWarehouse. GO MW



H&H mouse top in cheese.
A cover for your computer mouse that looks like a mouse. Comes in a wedge-of-cheese box.
From Walden Computer Books. GO WB

Ciarcia's Circuit Cellar, volume VII.
Another group of fascinating build-it-yourself electronics projects, including a gray-scale video digitizer, an image-wise video digitizer and the Circuit Cellar PC-AT-compatible computer from *BYTE* magazine articles.
From McGraw-Hill Book Co. GO MH

Macintosh Animation Showcase CD-ROM disk.
From The CD-ROM Store. GO RS

TandyFax 1000.
Send and receive crisp, legible copies in seconds. Doubles as a copier. Connects to rotary or tone phone lines. Includes 24-hour timer. From Marymac Industries. GO MM

HyperSearch.
A flexible, full-text search accessory for novice and expert HyperCard users.
From The CD-ROM Store. GO RS

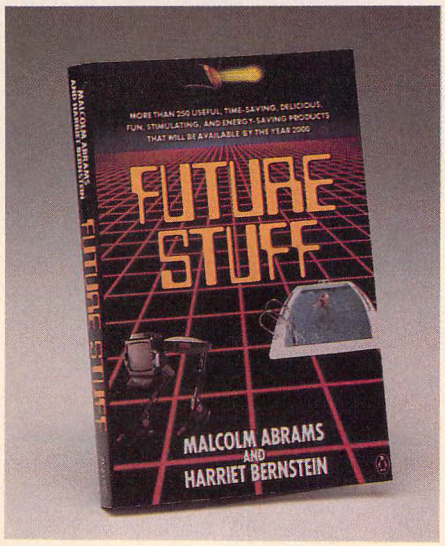
The Mall's 12

On the third day of Christmas, my true love gave to me . . .

Three Rolling Stone CDs from AM/PM Music & Video. GO AM

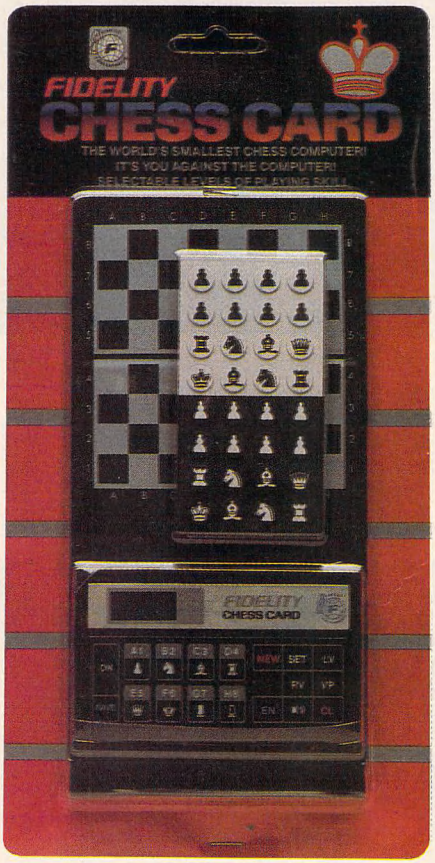
STOCKING STUFFERS
Pint-Sized Presents

Zocchihedron 100-sided dice.
One die with 100 numbered sides. It really rolls.
From TSR Games Shoppe. GO TSR


MORE THAN 250 USEFUL, TIME-SAVING, DELICIOUS, FUN, STIMULATING, AND ENERGY-SAVING PRODUCTS THAT WILL BE AVAILABLE BY THE YEAR 2000
FUTURE STUFF
MALCOLM ABRAMS
AND
HARRIET BERNSTEIN

***Future Stuff* by Malcolm Abrams and Harriet Bernstein.**
More than 250 useful, time-saving, stimulating, silly and energy-saving products that will be available by the year 2000.
From Penguin Books. GO PB

Iron and wood golf keychains.
From Executive Depot. GO ED

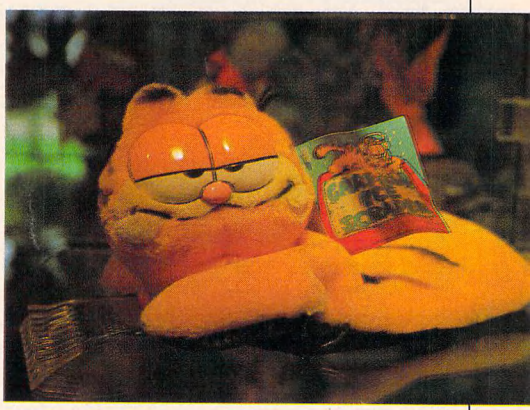


Folding chess.
The world's smallest chess computer folds to pocket size. Memory-save feature and LCD display. Batteries included.
From Sharon Luggage and Gifts. GO SL

Porsche design breast pocket passport.
Features pockets for currency, important papers and eight credit cards, in a handsome design of black European calfskin.
From Harris' Scent-Sations. GO HR

Self-inking stamps.
Built-in ink pad available in black, blue or red ink. Customized with one to five lines. Perfect for business or personal use. From Executive Stamper. GO EX

***The Official® 1990 Price Guide to Football Cards*, ninth edition.**
Covers more than four decades of cards.
From Ballantine Books. GO BAL



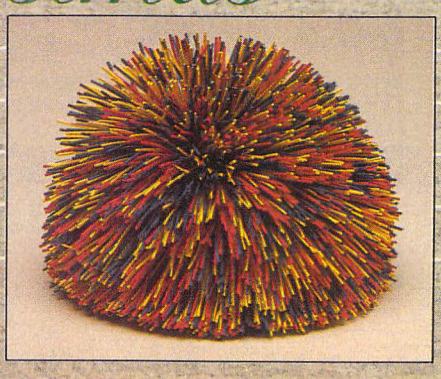
Garfield ice scraper.
Garfield's plush head with the famous Garfield grin gripping a sturdy ice scraper. Keeps your hand warm while scraping snow and ice.
From Walter Knoll Florist. GO WK

Days of Christmas

On the second day of Christmas,

my true love gave to me . . .

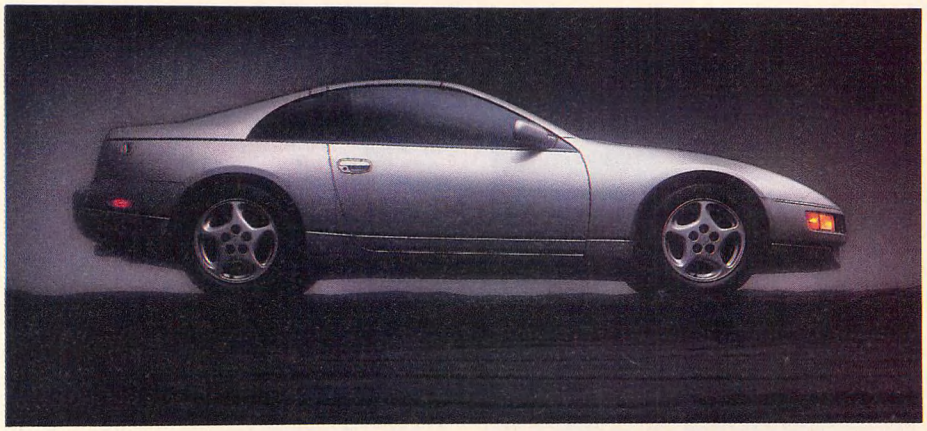
Two Wooly Lawn Sheep from Williams & Eeden Garden Center. GO WE



On the first day of Christmas,

my true love gave to me . . .

A Mondo Koosh Ball from Sharon Luggage and Gifts. GO SL



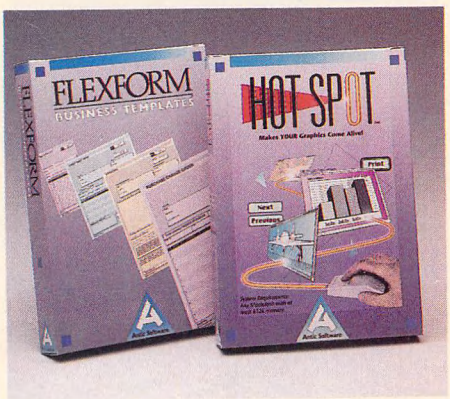
Introducing The Nissan 300ZX.
A car designed for one driver in a thousand. A car that will leave its mark for years to come. A car that beats the competition, hands down. It's the new Nissan 300ZX with dual-overhead cam and 24-valve, 3.0-liter V6 engine. You will find full specifications and a feature-by-feature comparison with the competition online. Don't forget to order your free full-color brochure, too.
From Nissan. GO NI

Make your own kind of music.
Synthesizers, keyboards, amps and more. All at low discount prices. Featured products include the new Ensoniq VFX synthesizer and Alesis products, such as the Quadraverb.
From Music Alley Online. GO MAO

Upgrade your modem.
State-of-the-art, 2400-baud, Hayes-compatible, American-made, Zoom Telephonics Inc. modem. Features autodial and full-duplex. Retail price is $199. External modem, only $109. IBM PC-compatible internal modem with software, just $99.
From Direct Micro. GO DM

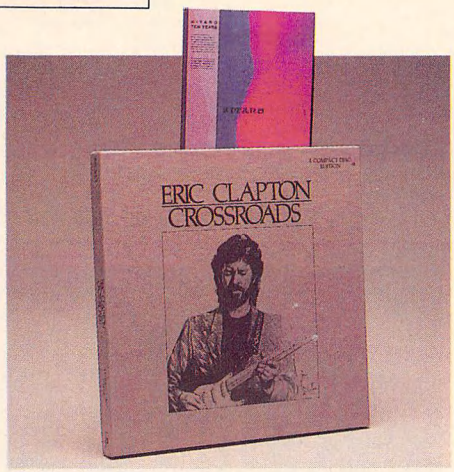
Software made simple.
Quick reference guides, online help, keyboard template kits and fliptrack audio cassettes, all designed to make the most popular software packages easier to understand and use. Especially recommended: *Quick Reference Guide* and Template Sets for *Lotus 1-2-3, PC/MS-DOS* and *WordPerfect 5.0*.
From A>Help Store. GO AH

Great gifts for auto aristocrats.
Classic model cars include Jaguar XK120 Roadster (1948), Mercedes-Benz 300 SL Gull Wing (1954), Ferrari Testa Rossa (1957 or 1984), Porsche 959 Turbo and other classics. Also, Executive Depot Mugs, such as Audi, BMW, Corvette and Cadillac.
From Executive Depot. GO ED



New software for the Mac.
Flexform Business Templates and *Hot Spot* by Antic Software. Select from three new volumes of *Business Templates* for use with Aldus *PageMaker*. *Human Resources* volume I, *Inventory/Stock-Keeping* volume II and *Operations/Administration* volume III.
Also *Hot Spot*, the graphics and text linking tool for the Macintosh. Textfiles are superimposed on graphic images onscreen for instant viewing or presentation. Create simulated animation, produce voice synthesis, prepare interactive slide show presentations, read data from other programs and computers, and much more.
From Antic Software. GO AN

Scents for both sexes.
For her, select from Estee Lauder's Knowing, Coco by Chanel, Giorgio Beverly Hills, Opium by Yves Saint Laurent and more. For him, choose among Aramis, Bijan, Polo by Ralph Lauren, Tuscany and more. Free gift-wrapping is offered on all purchases.
From Harris' Scent-Sations. GO HR



All boxed up.
Boxed sets of CDs include Kitaro's *Ten Years*, Sinatra's *The Voice/Columbia Years 1943–52* and Eric Clapton's *Crossroads*.
From AM/PM Music & Video. GO AM

Buick drives into the new decade.
The 1990 Buicks are here! Check them out at Buick's online showroom. The 1990 Buick Century Custom Coupe, 1990 Buick LaSabre Coupe, 1990 Buick Skylark Luxury Edition and 1990 Buick Electra T-Type are among the vehicles featured.
From Buick Magazine. GO BU

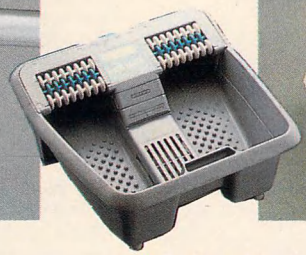
Microcomputer books and software.
Dozens of titles and programs for personal computer owners. J.K. Lasser's *Your Income Tax Software*, Peter Norton's *DOS Guide*, third edition, *Total 1-2-3* for releases 3.0 and 2.2 and Winn Rosch' *Hardware Bible* are especially recommended for holiday gift giving.
From Brady Books. GO BB

Let them eat meat.
Simon David's charcuterie and smokehouse. It's like having your own butcher. Selections include choice Colorado select lamb chops, rib-eye steaks, choice filets and whole filet mignons. Edwards Virginia ham, Virginia bacon, smokehouse ribs and 33 different sausages.
From Simon David. GO SIM

MORE PRESENTS WITH PRESENCE

A taste of New England.
New England samplers and gourmet gift packs featuring an array of New England's finest, include pure cider jelly, spiced apple butter, pure Vermont maple butter, hickory and maple-smoked cheddar, Cape Cod cranberry conserves, downeast meat and seafood sauce, savory garlic herb beer bread mix, colonial pepper jelly and more.

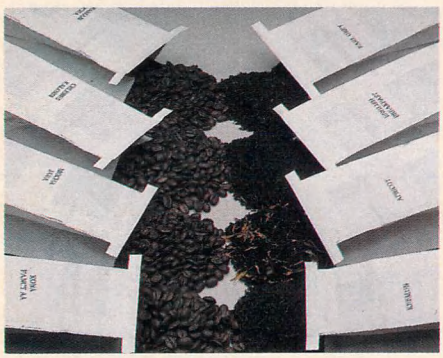
From Some Things Special's Unique Boutique. GO SP



The best and the only.
The perfect place to shop for the man or woman who has everything. Featured products include:

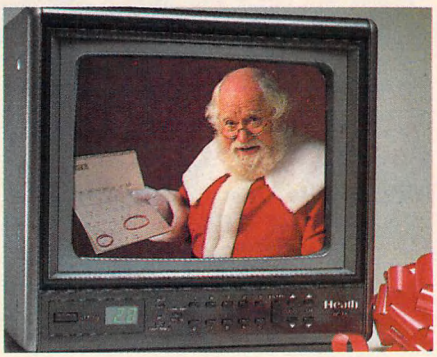
- the only lighted electric tie rack
- the best-heated footbath massage
- the headache-relieving ice pillow
- the vacuum-powered insect disposal system
- the voice-activated nursery mobile
- WWII leather bomber jacket
- the professional ventriloquist's dummy
- the compact briefcase copy machine.

From Hammacher Schlemmer. GO HS



Super samplers to sip.
Coffee and tea samplers. Choose an existing sampler, such as the Dessert Lovers Sampler—¼-pound each of cafe coconut cream, Hawaiian hazelnut, pina colada and chocolate mint coffee. Or create your own.

From Coffee, Anyone ??? GO COF



Build your own home theatre.
Do it yourself with Heathkit. Featured products include a 27-inch picture-in-picture television, a 9-inch color television, a Zenith hi-fi/stereo VCR, a Zenith compact camcorder and a Zenith full-size camcorder.

From Heathkit. GO HTH

Promise her Paris.
Paris is calling. To plan your Parisian holiday, visit Air France. Order free brochures and maps online, including *Guide to Fine Dining—Paris and the Riviera*, map of Paris and *Paris Sightseeing*.

From Air France. GO AF

New Age Resources gift certificates.
The recipient selects from an array of products, including health and weight-loss items, T'ai Chi Chih books, videos and cassettes, and computer hardware and software. Available in denominations of $20 and up.

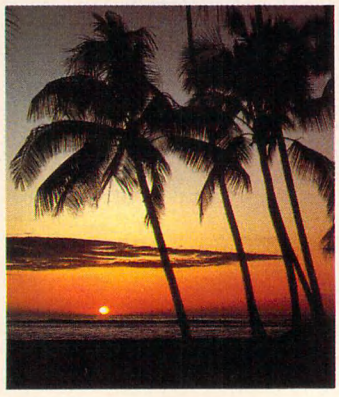
From New Age Resources. GO NAR

Sporting solutions.
For the sports enthusiast in your life. Fishing rods, reels and tackle from G. Loomis®, Rapala®, Mepps® tents and sleeping bags from Woods®. Puma® sports and hunting knives. Recta® compasses. Coleman® stoves.

From Outdoor Outfitters. GO OO

A place in the sun.
Destination: the sun. Departure: as soon as possible. Cost: far less than you'd think! Endless Vacation Travel invites you to . . . Dance to a reggae rhythm . . . Snorkle on an aqua blue reef . . . Sip a margarita at sunset. Select a resort condominium rental in Mexico, the Caribbean, Hawaii, or the continental United States. Endless Vacation Travel has a room with a view for you.

From Endless Vacation Travel. GO EV



Reindeer Roundup.

Horned antlers and hoof tracks! Santa's reindeer are loose on The Mall! Help us round them up and you could win one of 10 prize packages, including genuine reindeer meat compliments of Alaska's Ivory Cache (GO IV) and a $5 CompuServe usage credit.

To help you round up Santa's reindeer, we have provided clues to where they have been sighted. **(Hint: Read this issue of *Go Mall* carefully for the answers to all eight questions.)** To be eligible to win, correctly complete the multiple-choice "Reindeer Sighting" sheet online. The official electronic entry form can be found in the Holiday Bazaar '89 database. To round up Santa's reindeer, GO HOL.

1. Prancer muttered something about picking up a new pair of shoes. At which Mall merchant, carrying an array of men's shoes including Bass, Sperry Topsider and Keith Highlander, was Prancer seen shopping?
   a. Flower Stop
   b. Crabtree & Evelyn
   c. Apparel Concepts for Men
   d. Sharon Luggage and Gifts

2. Cupid is in love. In fact, he's in love with 10 different reindeerettes! To which Mall merchant, offering a corporate gift-giving program and featuring the finest in Belgian chocolates, did Cupid head?
   a. Coffee Anyone ???
   b. Godiva Chocolates
   c. Executive Depot
   d. Some Things Special's Unique Boutique

3. Blitzen was found blitzed after consuming three fruitcakes laced with Contreau and cognac at this Mall store. Where is Blitzen sleeping it off?
   a. Pepperidge Farm
   b. Florida Fruit Shippers
   c. Rent Mother Nature
   d. 44 Cakes

4. Comet had a headache. Then he heard about this great headache-relieving pillow and headed off to buy one. To which merchant did he head?
   a. Hammacher Schlemmer
   b. Heathkit
   c. Miltrobe
   d. Sharon Luggage and Gifts

5. Vixen was not sighted, she was smelled! Something about a funny mix of Opium, Passion and Polo. If you follow your nose, where will you wind up?
   a. Williams & Eeden Garden Center
   b. Harris' Scent-Sation
   c. The Chevrolet Showroom
   d. Alaska's Ivory Cache

6. Dasher cannot stand still. To keep in shape for the big night, he decided to purchase a state-of-the-art treadmill. Which Mall store was he seen running toward?
   a. Games Galore
   b. New Age Resources
   c. A> Help Store
   d. Push Pedal Pull Fitness

7. Dancer heard the beat of the Rolling Stones coming from afar. When last seen, he was rocking and rolling at what Mall store?
   a. AM/PM Music & Video
   b. Windham Hill
   c. TSR Games Shoppe
   d. Ballantine Books

8. Donner got hungry. A real meat-and-potatoes lover, he heard a rumor that this Texas-based store stocks the finest filets. Where is Donner dining?
   a. The Chef's Catalog
   b. Pepperidge Farm
   c. Simon David
   d. Rent Mother Nature

9. Rudolph is nowhere to be found! He said something about "going fishing." At what Mall store was a faint red glow sighted?
   a. Outdoor Outfitters
   b. Rin Robyn Pool 'N Patio
   c. Penguin Books
   d. Computer Sports World

Get kissed under the mistletoe at Walter Knoll.

Tradition has it that if you are caught standing beneath the mistletoe, you get kissed. Once again this year, Walter Knoll is bringing mistletoe to The Mall. Every week between Nov. 1 and Dec. 25, Walter Knoll will hang an electronic mistletoe somewhere in its database. Be the first shopper to send Walter Knoll an EasyPlex message with its location and you will receive a sprig of mistletoe and a Hershey's kiss.

Don't forget to order your holiday greenery and poinsettias, too. Walter Knoll features everything you will need to deck the halls. For your chance to get kissed, GO WK.

Simon David's Second Annual Turkey Giveaway.

Back by popular demand, it's Simon David's Second Annual Turkey Giveaway. Make any purchase at Simon David during November or request a free copy of Simon David's colorful catalog, and you automatically will be entered in a drawing for one of two holiday turkeys.

Each tender, young USDA Grade A hen turkey is smoked slowly and fully cooked over a hardwood fire to guarantee a plump, juicy feast. Ten pound average.

The drawing will be held Dec. 1. For your chance at the big bird, GO SIM.

Win a trip to MacWorld San Francisco 1990.

Here's the chance of a lifetime! You could be the lucky winner of an all-expenses-paid trip for two to MacWorld San Francisco 1990. You and a friend will fly round-trip at MacWarehouse's expense and stay at the same hotel as the MacWarehouse folk.

And that's not all. Enter the MacWarehouse Super Computer Giveaway and you could win the NeXT Computer. Imagine owning the most powerful personal computer ever built! More RAM, more speed and incomparable CD-quality sound. It could belong to you.

Your name will be entered automatically in both the MacWorld San Francisco 1990 contest and the MacWarehouse Super Computer Giveaway when you order online from MacWarehouse. You also can enter by sending your name and address on a postcard to:

Macworld San Franciso 1990 Contest and MacWarehouse Super Computer Giveaway, P.O. Box 1579, 1690 Oak St., Lakewood, NJ 08701-1597

For complete details and your chance to win, GO MW.

WANTED: NEW MALL MERCHANTS

Do you have a product or a service of interest to CompuServe members? Consider opening a Mall store. Contact the sales office for details.

Call 614/457-8600, or write:

The Electronic Mall®
5000 Arlington Centre Blvd.
Columbus, OH 43220
614/457-8600

MALL DIRECTORY

ARTS, MUSIC, VIDEO

AM AM/PM Music & Video
CD Compact Disc Club *
CM The Classical Music Club
DMS Discount Music Supply ■ * †
LE The Laser's Edge ■ * †
MAO Music Alley Online
RT Record and Tape Club *
VC The Video Club *
WH Windham Hill ■ *
YB YES! Books and Videos ■ * †

AUTO

AL Alamo Rent A Car
AQ Autoquot-R
AV AutoVision
BU Buick Magazine ■
CHV Chevrolet ■
FMC Ford Motor Co. ■ *
NI Nissan ■

BOOKS/PERIODICALS

AN Antic Software
BAL Ballantine Books
BB Brady Books ■ *
BW *Business Week*
CS *Computer Shopper*
DJ Dow Jones & Company
MH The McGraw-Hill Book Co. ■ *
MC *MacUser*
MFM Money's Financial Market
NW *Newsweek*
PCC *PC/Computing*
PM *PC Magazine*
PB Penguin Books ■ *
BK Small Computer Book Club
TL Time-Life Books
WB Walden Computer Books

BUSINESS & FINANCE

IN Auto Write
INC Business Incorporating Guide
BW *Business Week*
CF CheckFree
DJ Dow Jones & Company
DR Dreyfus
HRB H&R Block
II Insurance Information
LA The Law Store
TKR Max Ule Discount Brokerage
MFM Money's Financial Market
NN NewsNet

CLUBS & MEMBERSHIPS

CM The Classical Music Club
CD Compact Disc Club *
RT Record and Tape Club *
SAC Shoppers Advantage Club
BK Small Computer Book Club
TL Time-Life Books
VC The Video Club *

COMPUTING

AH A› Help Store
AN Antic Software
ATI American Training International ■ *
CDA CDA Computer Sales ■ *
RS The CD-ROM Store
CE Computer Express * ●
CS *Computer Shopper*
PD The Computer Mart
CSW Computer Sports World †
DM Direct Micro ■ *
HTH Heathkit ■ *
MC *MacUser*
MW MacWarehouse
MM Marymac Industries
MCW MicroWarehouse ■ †
NAR New Age Resources ■ *
OI Ocean Isle Software
OS Online Store
PT Paradise Technology
PCC *PC/Computing*
PM *PC Magazine*
PP Programs Plus
SAF Safeware Computer Insurance ■
SDA Software Discounters of America
SP Some Things Special's Unique Boutique
WB Walden Computer Books ■ *

GIFTS & COLLECTIBLES

CC The Chef's Catalog ■ * †
COF Coffee, Anyone ???
CR Crabtree & Evelyn ■ *
DS 44 Cakes ■
ED Executive Depot ■ *
FFS Florida Fruit Shippers ■
FS Flower Stop
GC Godiva Chocolates ■ *
HR Harris' Scent-Sations
IV Alaska's Ivory Cache ■ *
PF Pepperidge Farm ■ *
RM Rent Mother Nature ■ *
SL Sharon Luggage and Gifts ■ *
SIM Simon David ■ *
SP Some Things Special's Unique Boutique
SGL Spiegel *†
WK Walter Knoll Florist

GOURMET FOODS & FLOWERS

GC Godiva Chocolates ■ *
COF Coffee, Anyone ???
DS 44 Cakes ■
ED Executive Depot ■ *
FFS Florida Fruit Shippers ■
FS Flower Stop
IV Alaska's Ivory Cache ■ *
PF Pepperidge Farm ■ *
RM Rent Mother Nature ■ *
SIM Simon David ■ *
WK Walter Knoll Florist
WE Williams & Eeden Garden Center ■ *

HEALTH & BEAUTY

RX The Court Pharmacy †
CR Crabtree & Evelyn ■ *
EE Elite Eyewear ■ *
NAR New Age Resources *
PPP Push Pedal Pull ■ *

HOBBIES, TOYS & PETS

GG Games Galore ■ *
HC Hobby Center Toys
OO Outdoor Outfitters ■ *
PW Petworks
TSR TSR Games Shoppe ■ *
WE Williams & Eeden Garden Center ■ *
TP Traveling with Your Pet

THE MEN'S SHOP

APC Apparel Concepts for Men ■

THE WOMEN'S SHOP

AO Artwear/Outwest ■ * †
HR Harris' Scent-Sations
SL Sharon Luggage and Gifts
AO Artwear/Outwest ■ * †

MERCHANDISE & ELECTRONICS

CC Chef's Catalog ■ *
ORD CompuServe Store
RX The Court Pharmacy †
HS Hammacher Schlemmer ■ *
HTH Heathkit ■ *
MI Miltrobe ● *
SAC Shoppers Advantage Club *
SGL Spiegel * †

OFFICE SUPPLIES

DM Direct Micro ■ *
EX Executive Stamper
SC The Stationery Center

SERVICES

IN Auto Write
EA Educational Advisory Services
FR First Run Computer Services
LA The Law Store
SAF Safeware Computer Insurance ■

SPORTS & LEISURE

CSW Computer Sports World †
EE Elite Eyewear
GG Games Galore ■ *
HS Hammacher Schlemmer ■ *
OO Outdoor Outfitters ■ *
PPP Push Pedal Pull ■ *
RR Rin Robyn Pool 'N Patio ■

TRAVEL & VACATIONS

AF Air France ■
EV Endless Vacation Travel *
OA Official Airline Guide
SL Sharon Luggage and Gifts ■ *
TP Traveling with Your Pet

■ Offers free print catalog.
* Denotes electronic order form for use with print catalog.
● Credits cost of print catalog toward purchase.
† Denotes new merchant.

10 simple steps to ordering from The Mall.

Forget looking for a parking space or waiting in check-out lines at The Electronic Mall. Just follow these 10 easy steps:

Step 1. Type GO MALL at any ! prompt and press the Return key. Then select "Shop The Mall" from the menu to access The Electronic Mall.

Step 2. Select "Shop by Department" or "Shop by Merchant." Either choice contains a handy guide to help you decide which stores to shop.

Step 3. Select the menu option for the specific store you want to visit.

Step 4. Browse online merchandise by reading detailed product descriptions, which include prices and shipping information.

Step 5. Type O at the ! prompt if you want to order an item. (Cancel your order at any time by typing EXIT at the prompt.)

Step 6. Enter the number of items you want to order at the prompt and press the Return key.

Step 7. Type CHECKOUT at any prompt after you are finished ordering.

Step 8. Review the order summary when it appears on your screen and revise it if necessary.

Step 9. Complete the electronic order form that's presented with billing and shipping information. Review and revise as needed.

Step 10. Jot down your order's confirmation number when it appears on the screen. A copy of the order will be sent to your Electronic Mailbox (GO MAIL) if you select this option.

Your shopping trip is complete. Beats wheeling a cart through acres of merchandise, doesn't it?

COUNTDOWN 'TIL CHRISTMAS

Flash!
- MacWarehouse is free of connect-time charges everyday from Oct. 15 to the end of the year. GO MW
- Software Discounters of America is also connect-free from Nov. 8 to Dec. 10. GO SDA

November 1
Shop early and qualify for $5 CompuServe usage credit! For details, GO HOL.

November 4 and 5
Free shopping at:
- Pepperidge Farm Mail Order GO PF
- Time-Life Books GO TL
- Walden Computer Books GO WB

November 11 and 12
Free shopping at:
- The Computer Mart GO PD
- Court Pharmacy GO RX
- Florida Fruit Shippers GO FFS
- Heathkit GO HTH
- Hobby Center Toys GO HC
- Rent Mother Nature GO RM
- Sharon Luggage and Gift GO SL
- Time-Life Books GO TL
- Walden Computer Books GO WB

November 18 and 19
Free shopping at:
- Artwear/Outwest GO AO
- The Chevrolet Showroom GO CHV
- Coffee, Anyone ??? GO COF
- Computer Sports World GO CSW
- Endless Vacation Travel GO EV
- Harris' Scent-Sations GO HR
- Heathkit GO HTH
- Hobby Center Toys GO HC
- Laser's Edge GO LE
- New Age Resources GO NAR
- Pepperidge Farm Mail Order GO PF
- Push Pedal Pull Fitness GO PPP
- Rent Mother Nature GO RM
- Spiegel GO SGL
- Time-Life Books GO TL
- Walden Computer Books GO WB
- Walter Knoll Florist GO WK

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Four days of free Mall-wide connect time.

November 26
Santa live at The Mall! 5 p.m. to 7 p.m. EST. Leave your wish list . . . get custom gift suggestions for the hard-to-shop-for . . . join the online fun and festivity. GO HOL

December 2 and 3
Free shopping at:
- A>Help Store GO AH
- AM/PM Music & Video GO AM
- Artwear/Outwest GO AO
- AutoVison GO AV
- The Chef's Catalog GO CC
- The Chevrolet Showroom GO CHV
- Coffee, Anyone ??? GO COF
- Computer Express GO CE
- The Computer Mart GO PD
- Direct Micro GO DM
- Harris' Scent-Sations GO HR
- Hobby Center Toys GO HC
- Insurance Information GO II
- Paradise Technology GO PT
- Pepperidge Farm Mail Order GO PF
- Programs Plus GO PP
- Push Pedal Pull Fitness GO PPP
- Rent Mother Nature GO RM
- Spiegel GO SGL
- Time-Life Books GO TL
- Walden Computer Books GO WB
- Walter Knoll Florist GO WK
- Yes! Books and Video GO YB

December 3
Santa live at The Mall. 5 p.m. to 7 p.m. EST. Free gifts for all ***women*** who stop to chat. GO HOL

December 9 and 10
Free shopping at:
- Alaska's Ivory Cache GO IV
- Artwear/Outwest GO AO
- AutoVision GO AV
- The Chevrolet Showroom GO CHV
- The Computer Mart GO CM
- Computer Express GO CE
- Direct Micro GO DM
- Endless Vacation Travel GO EV
- Flower Stop GO FS
- Harris' Scent-Sations GO HR
- Hobby Center Toys GO HC
- Information Insurance GO II
- Rent Mother Nature GO RM
- Walden Computer Books GO WB

December 10
Santa live at The Mall, 5 p.m. to 7 p.m. EST. Free gifts for ***men*** shoppers who stop to chat. GO HOL

December 14
Last day for Christmas delivery by UPS from Walden Computer Books! Overnight delivery available for $15 through Dec. 21. GO WB

December 16 and 17
Free shopping at:
- Florida Fruit Shippers GO FFS
- Flower Stop GO FS
- MicroWarehouse GO MCW
- Walden Computer Books GO WB

December 17
Santa Live at The Mall, 5 p.m. to 7 p.m. EST. Stop by for last-minute shopping solutions! Free gifts for ***kids*** who stop by. GO HOL

December 18
Last day for regular UPS orders from Sharon Luggage and Gifts. GO SL

December 19
Last day for Christmas delivery from Games Galore. GO GG

December 21
Last day to order roses and holiday bouquets from Flower Stop. GO FS

December 23 and 24
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- Walden Computer Books GO WB

December 30 and 31
Free shopping at:
- Autovision GO AV
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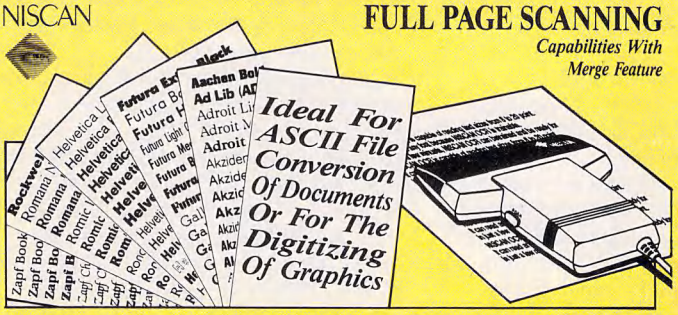

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Microsoft EXCEL Xlnt	DEMO
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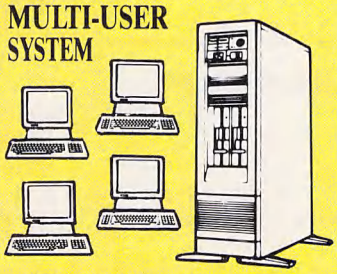

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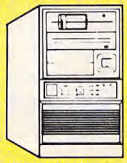

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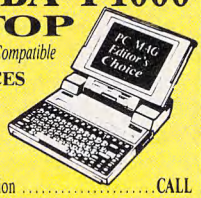

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Want to be Your Own Boss?

CompuServe Users Tell How They Did It

by Cathryn Conroy

A full 53 percent of Americans dream of owning their own businesses, yet only 2 percent actually take the plunge—quitting a secure job in exchange for all the rewards and risks of being their own boss.

The primary reason so few actually act on their dreams is lack of information, says Paul Edwards, sysop of the Working From Home Forum and an expert in the burgeoning home-based workforce. "CompuServe is all about giving people the tools to do it and turn the wish into a reality."

Jill Callahan Dennis would agree. She netted her first client for her home-based Health-Care Consulting and Communications business solely because she had access to CompuServe. Dennis proposed to write and edit a newsletter for Midwest Business Group Health, a coalition of companies that wanted to do a better job of managing employee benefits and needed to know the latest news in the health-care industry. A newsletter was deemed the best medium for educating employees. However, company officials thought it would be better to give the editing task to an in-house employee. Dennis went to work selling them on all she could offer because she keeps herself updated on the latest news and views in the health-care industry through CompuServe's Executive News Service. Her pitch worked, and Dennis' business was launched.

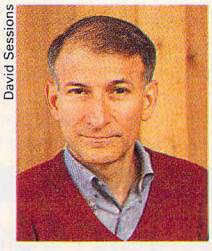
In addition to offering information that can be critical to operating a business, CompuServe offers budding entrepreneurs a wealth of information on how to get a business started. The Working From Home Forum and the International Entrepreneurs Network Forum are electronic guideposts for entrepreneurs. Whether you're still searching for a business idea, looking for tips on writing a business plan, seeking complicated marketing advice or trying to network, you'll find the information readily available here.

The Working From Home Forum (GO WORK) focuses on businesses that can successfully be operated from home. In addition to an active message board with participants who are experts in such areas as desktop publishing, tax law, marketing and information brokering, the forum offers hundreds of files in the libraries with general business information as well as tips on accounting and legal concerns.

The International Entrepreneurs Network Forum (GO USEN) is operated by The Entrepreneurship Institute, which collects entrepreneurial expertise and then makes it available in an easy-to-use format in the forum. Message sections and library topics offer information on international trade, business entry, finance, resources, management and multilevel marketing.

Having access to this kind of information can make the difference between success and failure. For years, the Small Business Administration has reported that only one in five small businesses actually succeed (that is, they are still in business five years later). However, the SBA has recently revised those figures upward, now saying that 40 percent are succeeding.

David Sessions



There are two types of budding entrepreneurs, says Edwards. "Wannabees" are still dreaming, while the "Rbees" are actually doing it. Transforming the Wannabees into Rbees is what these two forums do best.

—Paul Edwards

The reasons? In addition to greater opportunity and a changing economy, more information is easily available than ever before through books, networking communities and online databases. All of these factors work to facilitate an entrepreneurial culture.

Finding the Right Idea

There are two types of budding entrepreneurs, says Edwards. "Wannabees" are still dreaming, while the "Rbees" are actually doing it. Transforming the Wannabees into Rbees is what these two forums do best. Wannabees can use the file IDEAS.BIZ in Library 2 of the Working From Home Forum to zero in on a specific business idea from a list of hundreds. It is best used in conjunction with SELECT.BIZ, also in Library 2, which will help you select a business from ideas or possibilities you already have in mind or help you develop a concept for a business.

Colorado resident Jayne Bailey is a Wannabee who hopes to be transformed into an Rbee. She used these files to help find a suitable business she could operate from home that would take advantage of her background in biomedical engineering. Bailey hit upon the idea of producing a newsletter for general practice physicians about the

Doing Your Homework: IQuest for Knowledge

In addition to the forum libraries, more in-depth information on starting your own business is available in IQuest. Following is a list of some of the best for entrepreneurs. (Remember, the professional librarians in SOS can offer personalized assistance for your specialized needs. Just type SOS at the IQuest prompt for free, real-time help.)

Trade and Industry ASAP offers full-text articles from trade and industry journals.

PTS PROMT contains concise articles from the world's important trade and business journals, corporate annual reports, industry studies and investment analysts' reports.

PTS MARS abstracts information from more than 10 key advertising sources, including *Advertising Age*, *Adweek*, and *Food and Beverage Marketing* as well as major newspapers.

Trinet Establishment Database contains summary descriptions of US public and private business establishments with 20 or more employees.

Findex: Directory of Market Research Reports provides information on market and consumer studies, including information on market size and projection, demographics of new market segments, advertising copy strategies, profiles of major companies and trends.

To access any of these databases, type GO IQUEST. The databases are made available by Dialog Information Services Inc. and are offered on CompuServe through a joint effort with Telebase Systems Inc.

latest in health-care news.

After asking and receiving advice in the Working From Home Forum on how to start a newsletter business, she headed to the Legal Forum for information on copyright laws and the AAMSI Medical Forum to find out what doctors might need from such a newsletter. Bailey is taking several months to thoroughly research her idea before producing an issue of "First Stop." Once the premier edition is off the press, she plans to upload it to the Working From Home and Medical Forums for critical review.

Writing the Business Plan

Most budding entrepreneurs have an idea for a business, perhaps drawing on a hobby or professional interest. Fine-tuning that idea and transforming it into a business plan is the next step. Writing a good, solid business plan can be difficult, especially if you don't know how to begin.

"A business plan is a road map for your business," explains Edwards. "It sets out your goals, where you're going in your business and how you plan to get there."

Banks and investors will require a business plan, but Edwards says it is even more important for the entrepreneur. "It helps you be realistic about turning your dreams into reality and helps you avoid surprises and failures."

Free-lance writer David K. Palmer of Tucson, Ariz., took on the job of editing a client's business plan and now writes business plans for others.

"I started out with the idea that I would be cleaning up the language, but I discovered I was giving out information. Using CompuServe resources, I was able to develop ideas and information that in many cases were not available elsewhere," he explains.

Garry Burdick

"My father was a small businessman, and I know firsthand the problems you can get into if you're not careful," says Feldman.

Although he charges high hourly rates to give similar advice in person, Feldman admits he does the same thing online for free because, "I can't stand to see someone being victimized."

—Irvin Feldman

For instance, one client wanted to produce a line of children's videos based on the stories of author Byrd Baylor. To write the business plan, Palmer first went to the International Entrepreneurs Network Forum to talk to people who owned video stores. He wanted to find out the state of the market for children's videos as well as how many videos are sold and how many are rented. He used all of the facts and figures he learned to back up his client's goals in the business plan.

"One of the valuable things I find with CompuServe is the level of sophistication and competency of the people who respond," he says. "I'll frequently get responses from people who are well positioned and working at a sophisticated level. If I ask about the computer retail area, for instance, I'm likely to get a response from someone who owns a half-dozen computer stores."

In addition to personal help from the message boards, sample business plans and dozens of useful files on how to write plans are in Libraries 3 ("Business Entry") and 8 ("Business Plan") of the International Entrepreneurs Network Forum. The Working From Home Forum Library 2 also offers information in files BIZPLN.TIP, BIZNES.PLN and BUSPLA.

Library Files Offer Tips for Home-based Workers

The Working From Home Forum and the International Entrepreneurs Network Forum are packed with hundreds of useful files in the libraries. Browsing in the libraries with keywords can help you quickly locate the information you need. Following is a listing of some of the best files:

Working From Home Forum (GO WORK)

- VISA.HOW, Library 2, describes alternative ways a home business can obtain merchant status for taking VISA and MasterCard in payment for its services or products.
- JANAL.CON, Library 7, is a discussion on the use of public relations techniques for home businesses.
- 10KEYS.MAR, Library 7, offers 10 keys to successful marketing.
- DEDUCT.LST, Library 12, lists acceptable tax deductions for those working from home.

International Entrepreneurs Network Forum (GO USEN)

- INDEX.FRN, Library 11, lists more than 200 companies looking for new franchisees. This file is the master index, which will direct you to another library file with more information on particular businesses of interest.
- FRSTHA.DOC and SCNDHA.DOC, Library 3, offers 12 techniques for career success.
- ADPRO.TXT, Library 3, lists techniques for developing an advertising campaign that can boost sales and profits.
- 2RADIO.TXT, Library 4, tells how you can get free time on the radio to sell your product or service.
- CREDIT, Library 7, is a credit application form that enables you to sue and collect a debt in your local courthouse.

YOU'RE SPENDING HOURS FINDING FACTS

Setting Up a Business

Transforming your idea into a money-making, profit-producing venture seems close at hand when the business plan is written. But before you can expect to frame that first dollar earned, be prepared for more research. Now is the time to learn about setting up an office, marketing your product, developing a bookkeeping system and learning about tax laws.

When Thomas Hudock and Sean Vickerton started Systemax Computer Graphics last May, they did so only after plenty of preparation from experts they met on CompuServe. The fledgling New Jersey firm, which produces computer-based corporate advertising, is starting out in a big way with such prestigious clients as Price Waterhouse and CitiBank.

"I was new to all this," Hudock recalls. At first, he didn't even know that he should write a business plan, but the Working From Home Forum educated him on how to successfully launch his idea into a working business.

He asked for advice on everything. "There was never a point where I felt stupid or idiotic even though I was asking simple questions of very experienced people. Everyone was encouraging and helpful. I've basically learned everything I know about starting a business from the Working From Home Forum. Whenever I was confused or overwhelmed by it all, people in the forum would straighten me out."

One of the experienced entrepreneurs doling out free advice is Irvin Feldman, who owns Feldman & Feldman Consulting, a New York-based computer consulting firm that specializes in computerized accounting systems. A former college professor, Feldman is also a certified public accountant. "I've always been one to volunteer my help. I know how difficult it is to get started.

Jan Zupnick, president of The Entrepreneurship Institute, says CompuServe is the best place to research a business idea because, for little money and time, you can draw on the expertise of other entrepreneurs, getting excellent answers to specific questions. Edwards agrees, but cautions entrepreneurs to do preliminary research before asking questions. "Be specific so others can really bite into the question. If they see you have done your homework and are really seeking information, you can get most of what you need online from our experts."

Networking

Once the business is launched, networking becomes even more vital for finding clients, getting additional advice and even hiring employees. And CompuServe's forums have long been recognized as places for networking.

Sarah Stambler, a self-described "electronic marketer," owns TechProse Inc., a New York firm specializing in using the latest in high technology, such as electronic mail and facsimile messaging, for marketing. In addition to getting sound advice on printers and information on doing business in other geographic locales, Stambler has used the forums to hire employees who, in turn, work for her from their homes. She connected online with her business partner, hired an assistant to read and organize the electronic mail responses she received from a marketing campaign, and hired a consultant in Germany to help her handle electronic mail replies from a number of European networks.

"I am able to create strategic relationships online with others," she says. "I've heard that the business of the future will be a hub of several people working together while the rest will be on remote sites communicating electronically. With CompuServe, you can do that now."

Cathryn Conroy is a contributing editor of Online Today. *Her CompuServe User ID number is 70007,417.*

Computer Product Listings Searchable in Directory

by Cathryn Conroy

Once it took a computer expert to efficiently learn the facts about all the IBM PC clones on the market or to discover a useful but little-known three-dimensional spreadsheet program. Not anymore.

Computer Directory, part of Computer Library (GO COMPLIB), from Ziff Communications Co. is a sophisticated, searchable database of virtually every computer product and peripheral manufactured for mainframes, mini- and microcomputers. With more than 55,000 product listings, Computer Directory draws on the resources of some 9,500 manufacturers.

Management information system directors, microcomputer managers and company purchasing agents will find it an efficient and cost-effective method of finding the products. Hardware and software developers can search the massive database to discern in minutes whether a budding idea has already reached the market in another form. Even individuals purchasing personal computer equipment will find the database helpful for getting specific information on a variety of products.

The real power of Computer Directory is found in its ability to wade through thousands of product listings, quickly targeting the right ones. The ease with which it searches through massive amounts of information makes research tasks fast and relatively simple.

Novices can use the menus to guide them through even the most complicated search process. Expert database searchers will appreciate the ability to use such sophisticated techniques as Boolean operators, field searches and automatic browsing. Although these techniques are not necessary for successful searching, they will save users time and money. Anyone interested in advanced searching should download the instructions in Computer Directory (Option 2, "Instructions for Use" on the Computer Directory Main Menu) for ready reference.

Locating a computer product in this electronic buying guide can be done by selecting one of four menu options:

- Product Category
- Words in Product Listings
- Words in the Name of a Product Manufacturer
- Words in the Name of a Product

Product Category searches are best used for locating specific brands of a particular piece of hardware or software.

Let's say the owner of a small printshop wants to purchase several Apple Macintosh Plus computers to allow his customers on-site desktop publishing privileges. He has to decide which hard-disk drive would be the best buy. Following the browsing menus, he locates hard-disk drives under the "Product Category" menu option. He selects "Disk Equipment" (more than 2,200 listings) and then "Hard-disk Drives" (more than 1,500 listings) from the "Disk Equipment" submenu. He instructs the system to narrow the

search and is presented with a custom menu for hard-disk drive searches.

Choosing to focus on the capacity of hard-disk drives, the printshop owner just follows the menus and selects drives from the "Size and Capacity of Hard-disk Drives" options that offer up to 40MB (102 listings). He then narrows it further by specifying that the phrase MACINTOSH PLUS appears in the product listing. This is accomplished by choosing the "Words in Product Listings" option and typing MACINTOSH PLUS. In just five minutes at a cost of $3.60 (surcharges only), he has retrieved information on 18 suitable hard-disk drives.

After downloading and studying the product listings and specifications offline, he logs on to CompuServe again, heading this time for Computer Database Plus, another Ziff Communications product in Computer Library, for reviews in the computer press of five of those Macintosh drives.

Even if you have no idea in which category a product might be found, you can search Computer Directory by instructing it to find all the products that contain a specific word or phrase in the product listing. For instance, if you're looking for hypertext software but don't know which type of software category it would fall under, search by "Words in Product Listings" (Option 2 on the Search Methods menu). Type in HYPERTEXT and in seconds, 34 product listings are retrieved.

A sample listing (this one is the first menu option in the hypertext software search) would look like this:

```
**********
Ntergaid, Inc.
2490 Black Rock Tpke., Suite 337
Fairfield, CT 06430
203-368-0632
Product name: Black Magic Hypertext
Word Processor
Category: Software, Applications—Word
Processing and Text Editing
Pricing: $80
Number installed to date: 1,000
Date announced: 1987
Application: Word Processing/Text Editing
Compatible with: PC-MS/DOS
Minimum RAM required: 384 kbytes
Source language: Pascal
Features graphic fonts, the ability to
integrate text and graphics, overlaid
windows and full blown macro capabil-
ities. Hypertext feature allows user to
create interactive information structures
replacing old-fashioned paper documents.
**********
```

Searches also can be conducted by manufacturer by selecting the "Words in the Name of a Product Manufacturer" option. The big players in the computer industry are all listed, as well as minor and even obscure ones. "If they make it, you'll find it when searching by manufacturer's name," says Seth R. Alpert, Ziff's vice president for development. When searching by manufacturer, you not only receive a listing of all the products the company makes but also information on the manufacturer itself, including address, telephone number, sales figures, number of employees and names of company officers. Not all manufacturers have complete listings of information.

Information on manufacturers available in Computer Directory contains not only the address and phone number but also a full description. For instance, a search of Bondwell Industrial Co. turns up five products the firm makes as well as this listing describing Bondwell:

```
**********
Bondwell Industrial Co., Inc.
47485 Seabridge Dr.
Fremont, CA 94538
415-490-4300
FAX: 415-490-5897
Gross annual sales: $10,000,000
Number of employees: 43
Year established: 1983
President: Alice Law
CEO: Peter Tsang
Account: Alfred Chan
Corp. Comm. Mgr.: Elaine Chan
Categories of products manufactured:
  computer systems
    microcomputers (i.e., 80xx, 80286)
    portable computers
  telecommunications equipment
    facsimile machines
**********
```

Finally, you can search for a product by words in its name. A user of the XyWrite Plus III word processor looking for add-on utilities can use a wildcard search of XY* under "Words in the Name of a Product." A listing of 20 products is retrieved. Although many are not applicable, several hit the mark, including XyMouse, a $149 product that provides mouse enhancement for the word processor.

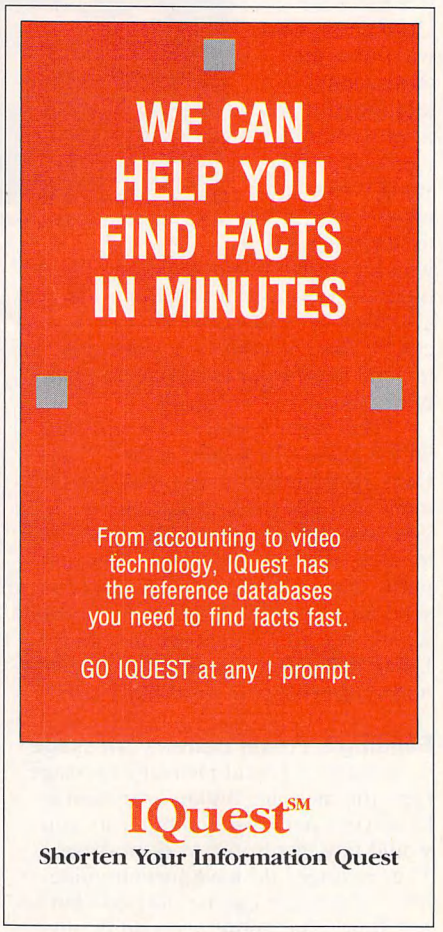
Computer Directory's real muscle is its ability to dig out the obscure. Finding hard-disk drives for a Macintosh isn't much of a challenge compared to finding management software for a hog farmer. Using the keyword HOG in a search of "Words in Product Listings" produces nine matches, including such products as Hog Recordkeeping, SwineTRAK Recordkeeping, Hog Manager, Swine Decision Aids and 4 Farm Prophet.

Technology that is still somewhat futuristic in applications is also represented. For instance, 21 products that mention the Integrated Services Digital Network are listed under the search term ISDN.

Computer Directory carries a surcharge of $24 an hour (or 40 cents a minute) as well as a charge of $1 per menu of matching products or manufacturers and 25 cents for each product or manufacturer listing.

To consult Computer Directory, type GO COMPDIR. After retrieving the product listings, you can find reviews of many of the items in Computer Database Plus (GO COMPDB).

Cathryn Conroy is a contributing editor of Online Today. *Her CompuServe User ID number is 70007,417.*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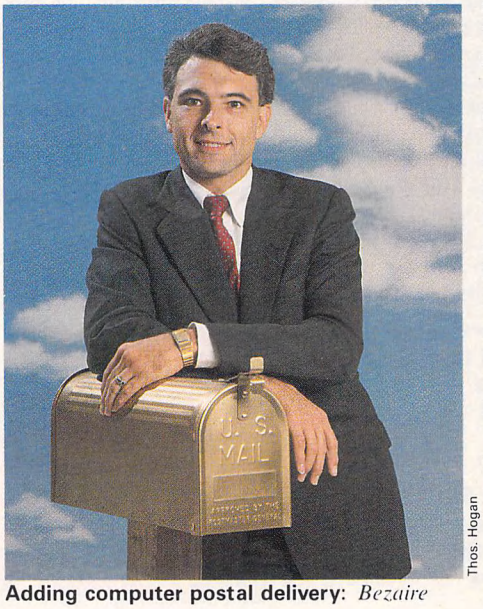
Electronic Mail Adds Postal Service Delivery

by Cathryn Conroy

Business communication often is thwarted by unreturned phone calls or important documents that don't arrive in the morning mail. With electronic mail, messages are zapped around the world, eliminating such problems. EasyPlex (GO EASY) aficionados, however, report one difficulty in using it: not everyone is connected.

With the new CompuServe Postal Delivery service, all that has changed. Laser-printed copies of your messages now can be sent to anyone with a postal address.



Thos. Hogan

Adding computer postal delivery: *Bezaire*

Postal Delivery is a boon for job-hunters who want to send professional-looking resumes to prospective employers, for small-business owners who want to impress clients with attractive documents, and for fundraisers who want to catch the attention of prospective donors. It also can be used to confirm a sales order or to send a contract from one company to another.

"This service is ideal for anyone with a reason to write a letter," says Dave Bezaire, electronic mail product manager. "By using electronic mail, you now can send a professional-looking letter straight from your computer. Postal Delivery is an easy way to send an electronic message to someone who is not a CompuServe member. Using this, our members now can communicate with anyone in the world."

Sending a Postal Delivery Message

To send a Postal Delivery message, type the message online or upload it from your personal computer as you would any electronic mail message. The messages do have format guidelines. Each line can be only 60 characters long. The entire text can be no more than 279 lines or five pages. The first page prints 39 lines, and the remaining pages are 60 lines each. If you want to display the message as it will appear when printed, select "Type/Postal" from the Send menu. If you are in the edit or compose mode, enter "/Type/Postal." Or select "Type/Postal" from the Edit menu.

When the message is completed and formatted correctly for postal delivery, return to the Send menu. At the Send prompt, type >POSTAL. (Make sure the > appears before the word POSTAL).

Your name and return address then are displayed on the screen as they appear in your Address Book, and you are asked if they are correct. Simply answer Y for yes or N for no. If your address is not listed in the Address Book, you are prompted for the information. You then are asked if you want to save the name and address in your Address Book for future use.

Those who want to switch between a personal and business address should answer "no" when asked if the address is correct. This is a convenient feature when several users share one User ID number. EasyPlex prompts for the correct information.

Next, you are prompted to enter the recipient's name, title and company and postal address, including the ZIP code, one line at a time. If you are sending your message to an international address, simply press the Return key at the prompt for state or province, and you are automatically prompted for the country and postal code. When this is completed, you have the opportunity to edit the address, correcting any errors.

If you want to use the name and address of someone listed in your Address Book, at the Send prompt type the name of the recipient, for example, CATHRYN CONROY. (If the person is not listed in your Address Book, you are prompted for the name and address.)

To enter a name and address in the Address Book, select Address Book from the main EasyPlex menu and choose the Insert option. You are prompted for the recipient's name and a User ID number. To list a postal address, type >POSTAL at the User ID prompt and answer the prompts for the postal address information. If you have entered several types of addresses for one person, such as electronic mail, fax, telex and postal, you can select which address you need.

The Subject of your message is requested next, just as for EasyPlex messages.

Finally, the system redisplays the subject, the name and address of the recipient and sender, and tells you the cost of the message. You are asked if the information is correct. If you answer yes, the message is sent; if you answer no, the message is not sent and you incur no Postal Delivery surcharges.

For maximum convenience, you also can send a message to one or more persons via several mediums, such as Postal Delivery, regular electronic delivery, fax and telex. A sample command for all this is: CATHRYN CONROY; 70007,417; >FAX 13011234567;>TLX 1234567; >POSTAL.

How Postal Delivery Works

Postal Delivery messages are sent electronically to a special printing plant near the regional post office closest to your recipient's address. The letter is printed on white bond paper with a laser printer for a top-quality look. The accompanying white envelope contains two windows, one for the recipient's address and one for your return address. CompuServe's name does not appear on the envelope or letter.

The cost of sending a Postal Delivery message in the United States $1.50 for the first page plus 20 cents for each additional page. For international delivery, the cost is $2.50 for the first page plus 20 cents for each additional page —making CompuServe one of the lowest priced hard-copy delivery services.

Once it is printed, the letter is sent via courier to the post office. In many cases, a letter to a US address arrives in the next day's postal delivery.

To ensure your letter reaches the post office that night, you must send it by 4:30 p.m. EST. Those who do not live in the Eastern time zone must compensate for this: California residents, for instance, have until 1:30 p.m. PST, while those in Illinois have until 3:30 p.m. CST. Letters sent after this time cannot be guaranteed to reach the post office that night.

Cathryn Conroy is a contributing editor of Online Today. *Her CompuServe User ID number is 70007,417.*

Thos. Hogan

Online programming magazines: *Computer Language, AI Expert, Dr. Dobb's Journal*

Group Process

Programming Magazines Build Relationships in Forums

by Pat Soberanis

Computer programmers carry on a lively and sometimes emotional debate over whether the mainframe-based COBOL programming language is "dead" now that personal computers have gone mainstream. One programmer asks how to write copy protection into a program, and receives two immediate responses: "Don't do it" and "Why do you *need* copy protection?" Another programmer downloads complex code, thus avoiding a destructive typo after laboriously entering it.

These scenes reveal the well-developed culture among computer programmers, whose image is often that of socially inept loners. The scenes occurred not in a company's computer room but on CompuServe forums sponsored by three programming magazines: *Computer Language* (GO CLMFORUM), *Dr. Dobb's Journal* (GO DDJFORUM), and *AI Expert* (GO AIEXPERT). *CLM* and *DDJ* service all software programmers and developers, while *AIE* goes to those working with artificial intelligence programs.

Begun in 1975 and dedicated to sharing information, *Dr. Dobb's Journal* may be the granddaddy of all programmers' magazines. Each month it publishes 4,000 to 5,000 lines of code in many computer languages, which engenders a strong loyalty among its 73,000 readers. It went online in 1986, about the time *AI Expert*, which now has 37,000 subscribers, was born, and two years after the launch of *Computer Language*.

Each magazine shares a freewheeling, familial relationship with its readers. CLM Forum Administrator Jim Kyle says the magazine's founding editor, Craig LaGrow, saw a pun in its title, in which *language* was meant to be *about* computers as much as those *for* computers, and his words have guided the publication ever since. Kyle tries to keep the same kind of open, friendly tone in the CLM Forum.

All three forums are extensions rather than duplications of the magazines themselves, and so are available to subscribers and non-subscribers alike. The idea, as Kyle describes it, is "to get instant feedback between readers and editors," which can occur in many forms. DDJ Forum Administrator Tom Genereaux says his forum supplements the magazine's Letters to the Editor department, "since one can carry on a conversation—something that a magazine doesn't do very well." He reads every article in each issue so he can point out items of interest to non-readers of the magazine.

Forum members have their own reasons for joining, some completely unrelated to the magazine itself. "To be perfectly honest," says Scott Rutherford, "I find *AI Expert* magazine too technical to be of use to me. I come to the forum to get information from people. These people have some smarts, but they speak English and not technical jargon."

John M. Duglosz likes the CLM Forum because of the feedback. "When I announced I was working on my software editor toolbox, I got a dozen replies overnight, and about 50 altogether. What goes on here *does* affect the computer industry." This interactive element is important to Don Crenshaw, who uses the AIE Forum. "I can take the editorial content of a journal and spin it off in any direction I (and the other forum members) care to go. The forum is much like a graduate school seminar," he says.

Richard B. Gilbert came to the DDJ Forum to write a letter to the editor, then stayed for the downloadable code and to follow the discussions. "Just the opportunity to join a raging debate" keeps him coming back for more.

Some of the debates can be wide-ranging, says AIE Forum Administrator Susan Shepard, touching on such philosophical questions as the nature of intelligence and language, and the role of computers in life.

Computer programming magazines are among the first to go online simply because their content suits the CompuServe format so well. At the heart of each magazine, for example, is their "listings"—program code for various uses printed in every issue. But because of space limitations in the printed version, the full code for each listing cannot be printed in the magazine. And programmers could spend hours laboriously entering the code in their computers, only to discover that a single typo has made it unusable.

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Going online solved both those problems. Programmers can download the full listings—and other public-domain programs—from each forum's libraries. And the message and announcement boards allow quick dissemination of news and of corrections to occasional listing errors—sometimes discovered by forum members themselves. Readers thus receive an immediately tangible service, and the magazine gets a good reputation for providing it.

The forums also help *DDJ*, *AIE*, and *CLM* editors improve their magazines by allowing them to stay in touch with their readers and with the programming community. Forum discussions will often result in story ideas and provide instant feedback to published articles. And the forums allow writers and editors to discuss a developing article online, rather than play "phone tag" with each other.

The CLM Forum's conference area for writers and editors once got current editor J.D. Hildebrand out of a difficult spot: He needed a 3,000-word story quickly, and contacted Jim Kyle to do it in two weeks. Do it he did: uploaded the night before deadline, Kyle's story on computer network administration became the cover feature for the July issue. Hildebrand also found a new technical editor, Larry O'Brien, who also serves as product review editor, through a message on the AIE Forum.

Although they share the familiar CompuServe format, the three forums vary somewhat in their approaches. AIE has set up a Contributors' Conference in one of its libraries, for instance, where writers, editors and forum administrators can exchange information confidentially (such as for Jim Kyle's writing assignment). Meanwhile, Kyle believes the CLM Forum may be the only one that does not require a CompuServe member to join before accessing its message boards, libraries and other services.

CLM and *AIE*, both published by Miller Freeman in San Francisco, intend to include past issues of their magazines in their libraries. Both also use the Conference facility for occasional prearranged discussions with industry or academic leaders, while *DDJ* has established Conference Rooms, "where members gather for 'live' conversation" with each other or hosted by a guest speaker. Both *AIE* and *DDJ* offer reports and articles on the programming profession in their libraries. *DDJ* has set up a member directory, while the AIE Forum will arrange sneak previews of new commercial software.

These forums are logical extensions of the magazines themselves. They enhance and supplement the printed versions, entice new readers, help cement the reader-editor relationship—and help make the magazines themselves better in the process. It is a win-win situation, compliments of CompuServe, *Dr. Dobbs Journal*, *Computer Language* and *AI Expert*.

Pat Soberanis is a free-lance writer and editor based in San Francisco. Her CompuServe User ID number is 76004,2341.

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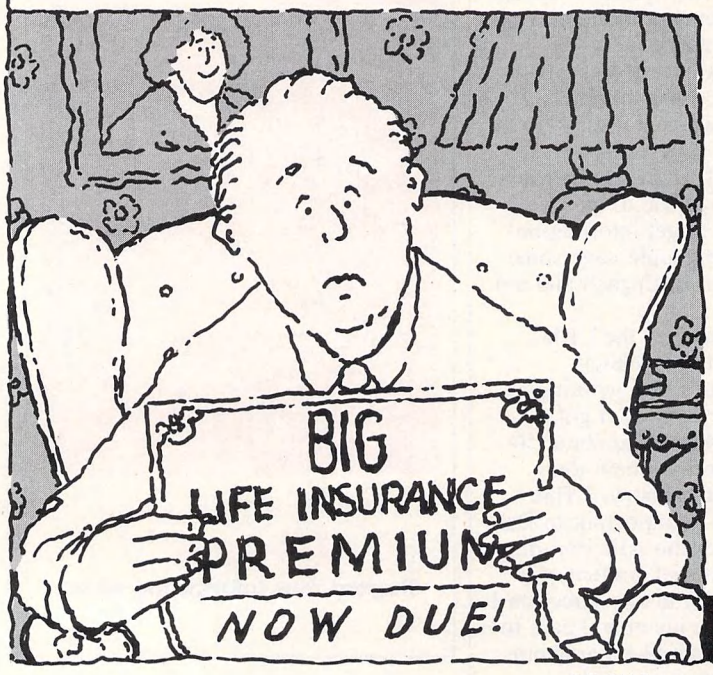

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Forum is 'Town Square' for WordPerfect Users

by Bruno Gideon

Software industry leader W.E. (Pete) Peterson, executive vice president of WordPerfect Corp., has gained fame on CompuServe for authoring a series of "bedtime stories." Every night for four months during the fall of 1988, Peterson accessed the WordPerfect Support Group Forum (GO WPSG) and posted a message, to be continued the next day, explaining the history of WordPerfect Corp. and introducing WordPerfect's version 5.0.

WordPerfect's Peterson

"Interest in the stories was unbelievable. Copies were circulated all over. Reporters from trade publications followed the messages," Peterson recalls.

The stories were but the beginning of Peterson's—and WordPerfect's—involvement in the public, independent WordPerfect Support Group Forum on CompuServe. "I'm in the forum twice a day, even when I travel, even when I'm on vacation. It's not part of my job, nor is it expected of me. Usually I'm the first in the company to know if there is a problem with our software or service. Those of us who monitor the forum and answer messages do it because we like to do it," says Peterson.

The forum gains from WordPerfect Corp.'s presence "because it gives our members tremendous influence in the product," says Richard Wilkes, WPSG forum administrator. "That's one of the reasons the WPSG was formed, and I feel the forum helps us achieve many of our goals by providing a place for the exchange of ideas and techniques on using WordPerfect products."

Wilkes describes the forum as dynamic, in the sense that "everyone pitches in to solve problems. WordPerfect Corp. has helped countless times, both alone and in conjunction with other sysops and members. A large percentage of the questions are answered by fellow members, proud to share their ideas and techniques with others," says Wilkes. The tough questions remain for the WPSG staff and WordPerfect Corp. representatives.

End-users benefit because they get "perspectives" from other WPSG members and staff plus the "company line" from the publisher. "WordPerfect Corp. has always been open and solicits its comments and suggestions from customers. The forum makes this process continual and interactive," says Wilkes.

Section 10, WordPerfect Corp. News, provides a single section where forum members can watch for official and unofficial news on WordPerfect Corp. products.

In addition to Peterson, other "regulars" from WordPerfect Corp. include Roxanne Weir of Personal Computer Enhancements; James Wright of Customer Support; and members of the Personal Computer Testing Group. Others at WordPerfect "lurk" in the background and read messages, trying to find out what users are doing with the products.

Weir, WordPerfect Corp.'s enhancement coordinator for personal computer development, is known to members by the special way she deals with them. "I enjoy the humor and friendliness of the members," she says. "Using CompuServe to exchange messages is the easiest way for me to get requests and ask questions. We have about a one-day turnaround. We might not solve the problem by then, but at least you'll know we are working on it."

Forum members are sources of input into the various features of WordPerfect 5.0 such as styles, macro language and keyboard redefinition. Although the programs get more sophisticated, WordPerfect Corp. cannot anticipate everything. For example, one user sent the following express message: "My screen says 'Press Any Key,' But where is the Any Key?"

Since WordPerfect has become an international corporation, selling its products in 13 languages, WordPerfect users throughout the world can post questions in the forum about their particular versions. The software accounts for linguistic dilemmas—that the question mark is written upside down in Spanish, that hypenation in German is so complicated no algorithm has yet been developed for it, or that British English has subtle differences from American English.

Weir presents forum members' wishes to the programmers. "On CompuServe, I am in direct contact with numerous users and can listen to what they would like to have changed in our products. Having the channel open at all times makes it easy for the members to express their ideas to me," she says.

"Knowledgeable and outspoken" are the words Weir uses to describe WPSG members. "The more advanced users on the forum tend to take products more seriously, thinking harder on how they would like to improve them. Since many of the members are trainers or consultants, representing hundreds of users, they will find many different 'bugs' and suggestions from all types of people," she says.

Adds Peterson, "The WPSG staff helps a group of users who push our products to the limits. We learn a lot from their questions and answers."

When Weir started in her current position, she knew a lot about the programs. "What I didn't realize until I was among the 'great ones' of the forum, was how much I did not know," says Weir. "When you get that many heads together, you cannot help but learn."

Bruno Gideon, a journalist and financial columnist based in Zurich, Switzerland, is an ardent WordPerfect user. His CompuServe User ID number is 75530,430.

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Double Duty: PC Vendor Forums

by Brian Monahan

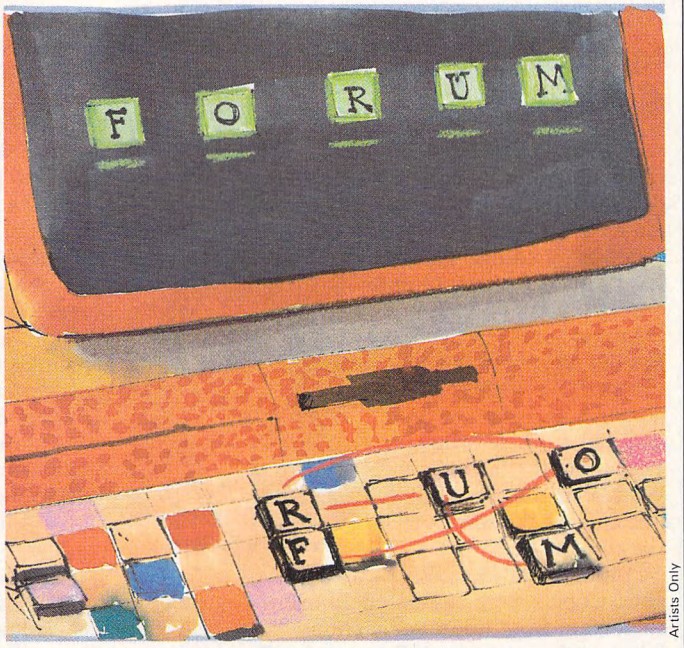
Success causes growth, but sometimes bigger isn't better.

To better serve users seeking online support for IBM and IBM-compatible hardware and software through the PC Vendors Forum, the one forum is now two: PC Vendor A Forum (GO PCVENA) and PC Vendor B Forum (GO PCVENB). Each is a special place where vendors use the electronic medium of CompuServe to provide another area of customer support. In addition to direct support from vendors, you'll also find members willing to share their experience and expertise to help you solve your problems.

There is a waiting list of vendors who want to become part of the forum, according to Forum Administrator Don Watkins. Standards for admission are high. "We want people who will give quality support," he says.

New vendors in the B forum include Quarterdeck Office Systems, Primavera Systems, Personics Corp. and Quicksoft. The A forum continues to support 14 companies including ButtonWare, Bröderbund, Knowledge Garden, Toshiba America, Mathsoft, Foresight, Mansfield Software, Enable Software, TOPS, Magee Enterprises, Custom Technologies, Mustang Software, Fox Software and Datastorm Technologies.

As with other forums, members can read messages by section. This is particularly useful in the vendors forums because you will probably want to focus on the sections that apply to products you own or are considering for purchase.



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To limit messages to products of interest, identify the sections that you want included. To do this, enter the Options area of the forum and select the Sections Option from the menu. Choose which products you are interested in (an asterisk will appear next to the products). Then use the Select Option on the messages menu to determine which messages you want to read during a session.

In addition to the hardware and software from commercial vendors supported in the forums, you will find support for shareware—software provided with the condition that users who make copies of the programs follow the terms of the license agreement provided with the software. In most cases, that agreement includes the stipulation that the program's author be sent a fee, usually considerably less than the cost of an equivalent software product from a commercial vendor. In addition to getting answers to your questions about these shareware products in the forum, members can download the most recent versions from the libraries.

Discussions in the forum vary from specific questions about features of particular products to more general "conversations." For example, a recent message thread in PC Vendor A Forum included a specific question on the use of the "Battery Watch" program with Toshiba printers and more general discussions on programming in FoxBase. Watkins says that while most support is provided by company personnel, the "volunteer" support can give insights into familiar products.

There are many places on CompuServe to get support for your software and hardware. Some companies run their own forums, such as Ashton-Tate (GO ASHFORUM), and some forums offer topics of a more general nature, such as the IBM Users Network (GO IBMNET) or the Apple Users Group (GO MAUG). Elsewhere on CompuServe, you may meet some of the same vendors that you will find in the PC Vendor forums, but it is in the vendor forums that you are assured of finding them regularly with answers to your questions and solutions to your problems.

Brian Monahan is associate vice president for academic affairs and a member of the computer science faculty at Iona College in New Rochelle, N.Y. His CompuServe User ID number is 70007,3000.

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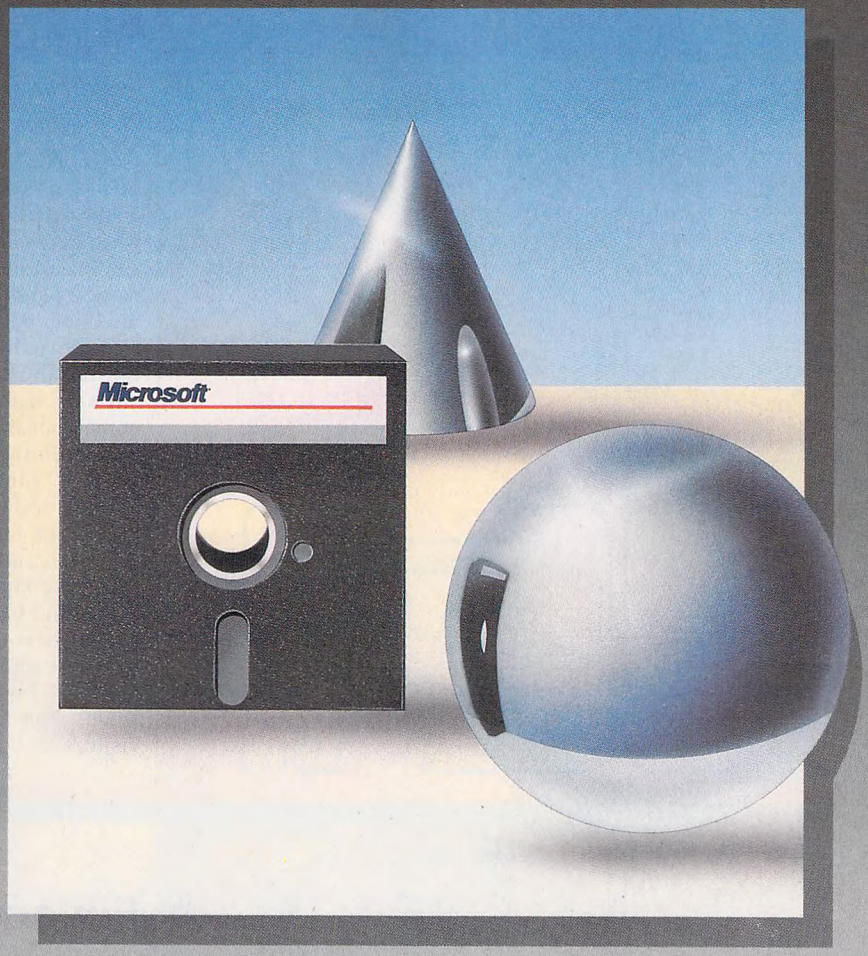

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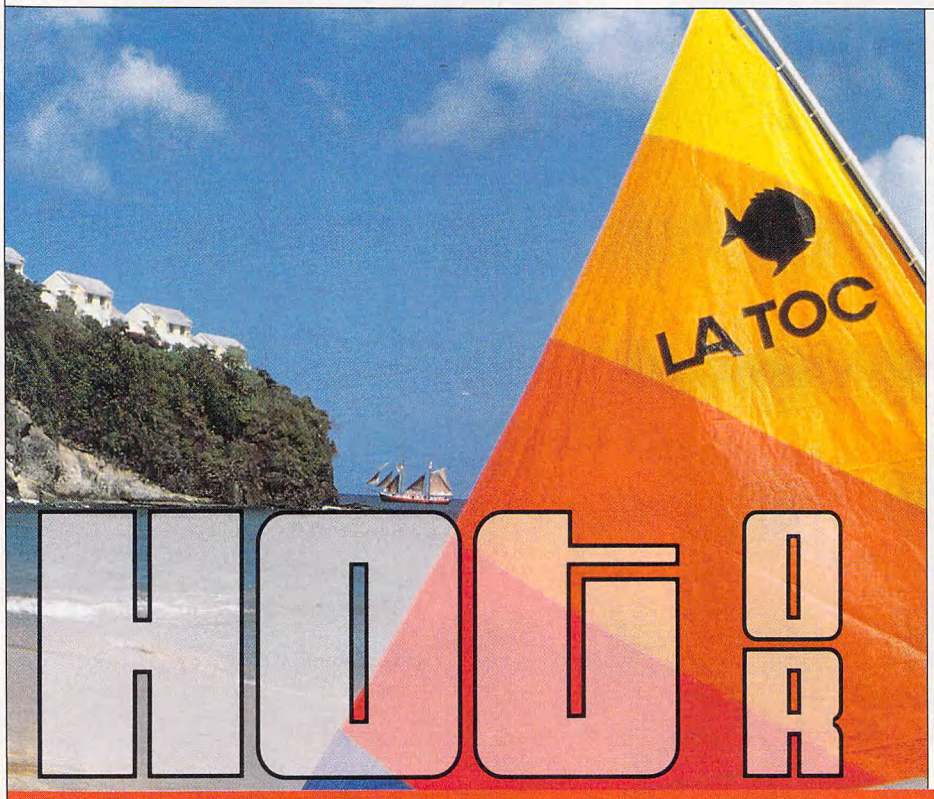


HOT SPOTS

St. Lucia:

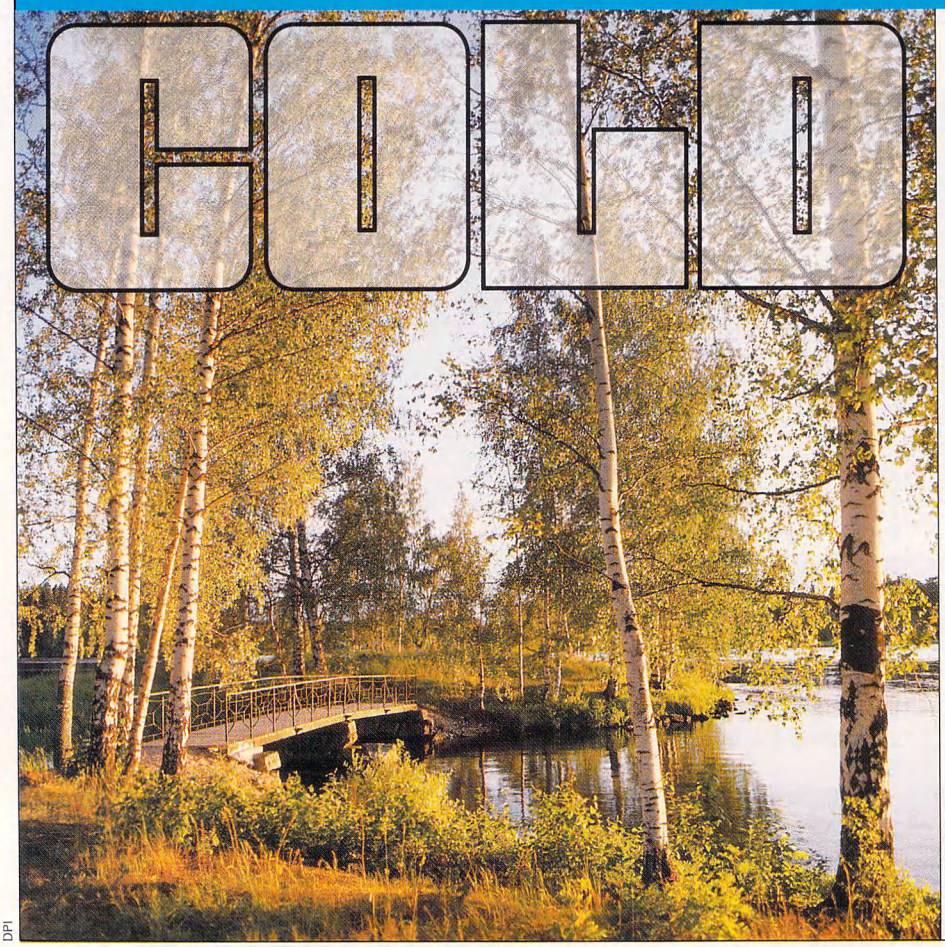
A Warm Welcome Awaits

by Pat Pugh

No words can describe the sunsets that turn evenings aflame on St. Lucia, or the late afternoon rainbows that wash across the Caribbean's loveliest and least-known island. From its sun-bathed perch in the West Indies, tiny St. Lucia beckons to those who seek solitude and dream of the perfect Caribbean isle. Few Americans may know its name, but inveterate British nomads insist that everybody who has ever been there plans to go back.

In St. Lucia, clouds hang on the horizon and lush green hills spill into blue-green lagoons. In places the growth seems a tangle of every shrub and spice known to man. Coconut palms and banana groves line the roads, and cashew trees and tamarind bushes are too numerous to be counted.

In St. Lucia, islanders wear big smiles from dawn to dusk and refer to visitors as "guests." It doesn't take



Finland:

A Cool, Placid Beauty

by Maura J. Mackowski

The summer sun sparkles off the crystal lake and peeks here and there through a canopy of fragrant spruce. Wisps of smoke rise invitingly from the chimney of a log cabin snug against the shore. A footpath winds past, then up to the main house on steep wooden steps set into the mossy hillside.

Tall red-tiled roofs and wooden shingled gables materialize first. Then through the trees appears a semicircular blend of turrets, timbers, stucco and stone. At Hvittrask, "White Lake," the first-time visitor to Helsinki can view a microcosm of Finland: the history, tradition, art, land, food and people.

Just 20 miles west of the Finnish capital, Hvittrask might just as well be 100 miles and 100 years from the energetic city center. Built about the turn of the century by a group of young Finnish architects engineering a name for their country, it stands today as a museum, conference center and gourmet restaurant featuring the finest that Finnish waters and pasturelands have to offer. Its architectural style evokes

DPI

long for a "guest" to realize the sincerity. The St. Lucians smile with a great aplomb—and why shouldn't they? They live on an island blessed by nature, one where the temperature hovers around 82 degrees all year long, where the soft tradewinds are gentle and the air pungent with nutmeg and cinnamon.

One of the southernmost Windward Islands, almost within sight of Venezuela, St. Lucia is an hour south of Puerto Rico via American Airlines. For nearly three centuries, bananas have been its money crop. Only recently is the green gold slowly being replaced by tourists bewitched by the surrounding turquoise waters.

Columbus bumped into the island in 1502; 140 years later the British settled a colony there. Today, sleek cruise ships of the Cunard Line dock at Castries, the capital, so passengers can load up on French perfume, mother-of-pearl jewelry and handcarved parrots from the island's new duty-free port facility.

Nature has been extravagant with St. Lucia. The scarlet and blazing yellow hibiscus blossoms appear flamboyant against the backdrop of green trees and mountains. The coastline is indented with a number of bays and secluded lagoons lined by a handful of small hotels, though none match the

Smooth sailing and more: *La Toc resort*

style and terraced setting of Hotel La Toc and La Toc Suites, situated on a silken scimitar of sand a mile from Castries. The private beach suites have undergone a major renovation. The grounds are beautiful—a landscaped jungle—and the restaurant and pool are first-rate.

St. Lucia's principal tourist draw is its unsophisticated simplicity coupled with unspoiled beaches. La Toc, for example, offers snorkeling and sailing along with tennis on five courts and a nine-hole golf course that has been carefully carved out of the lush hillside. Kept in superb shape, fairways carry such names as Almond Alley, Cashew Corner and Bamboo Drive. From the fourth hole, Mango Drop, is a mere 136 yards to the flag, and the view is 2,000 yards to the sea.

One of the advantages of a stay at La Toc is the opportunity to be within easy reach of good snorkeling and diving. The 54 individual suites (loaded with such amenities as televisions and VCRs, refrigerator and 24-hour staff of personal chambermaids) are discreet bungalows among the palms near the water's edge. The novice can, the first day, learn about safety procedures and become familiar with the sensations of breathing underwater. Water clarity

nature's gifts to Finland and its decor reflects the many talents of its people.

Hvittrask conveys more than art or architecture or history, more than exquisite food and scenery. It involves all the senses in the interrelationship between people and land.

For authentic Finnish cuisine, the 100-seat restaurant at Hvittrask offers sumptuous gourmet fare emphasizing the finest in seafood from ocean, stream or lake. For less elegant cuisine, try the Fazer sweet shops—they serve good meals, great pastries and their own wonderful chocolates. There is one just a couple blocks from Stockmann's at 3 Kluuvikatu.

Downtown, it is almost impossible to find a street that has no restaurant or cafe, and all the hotels have their own fine eateries. You can have Italian, Chinese, Greek, French, Russian—you name it, even McDonald's. Only Mexican cuisine hasn't made it that far north.

The breads are chewy, dark and fresh-baked in infinite varieties. A specialty from Karelia, now part of the Soviet Union, is *piirakkaa*, which pairs a chewy, crusty rye bread oval with a rich potato or rice filling. Pastries are mounded high with layers of fruit and cream.

Fish graces the menu at almost every *ravintola*, light and savory fresh-caught offerings plus the subtle smokiness of seafood smoked and cured. In August, Finns engage in a national orgy of crayfish consumption, devouring monumental portions of *rapu* boiled with dill.

DPI

Gateway to Finnish adventure: *Helsinki*

Game, including bear and reindeer, is on the menu at the finer restaurants in Helsinki, though even simple restaurants in the north feature *lapinliuttu*, Laplander chips, which is meat from the animal's leg, shaved and boiled with pepper then served over mashed potatoes. The wild red and blue *puolukka* and *mustikka* berries that grow in profusion in the Nordic summer wind up on every breakfast table and in every jam jar.

Sticking to a "native" menu is a treat to your tastebuds and ultimately kinder to your pocketbook.

After enjoying a sumptuous meal, walk the land and get a taste of the lake-speckled scenery, rolling hills forested with evergreen, gold-leafed birch and red-berried rowan, offering Midnight Sun to elk and moose and fairy tonntu. The Gulf Stream keeps Finnish and Scandinavian temperatures livable, but Helsinki nights are cool enough for the quilted sheets and heated towel racks in every hotel. Even in southern Finland, you'll need to pull the heavy blackout drapes in your room to give you more than three hours of sleep.

You can stroll the cities in safety, even late at night. Summer, with its long daylight hours ensures enjoyment of the evening air even into the wee hours. It's a good idea to stroll in your sneakers, as Helsinki is hilly, cobblestoned and damp underfoot. All hotels offer excellent pedestrian maps that include points of interest plus bus and tram routes.

depends on the wind, of course, but under normal circumstances one can see to a depth of more than 30 feet.

Food and service at La Toc resort can be measured by the longevity of the staff—like Lindsay Odlum and Jamac Auguste—who have been catering to the same guests for many years. The fare served is one of the highest quality, a rarity even among the most luxurious Caribbean resorts. Fresh local seafood is served each night in Les Pitons, the open-air restaurant—grouper, lobster, dolphin, conch—along with a selection of appetizing chowders, pastas and West Indian curry dishes. The restaurant maintains its high standards by importing most foods—beef, lamb, Scottish salmon—unavailable on St. Lucia.

For centuries, traditional island cuisine has been a savory blend of three cultures: African, Iberian and Spanish. The earliest influence comes with the Spaniards, who prepared a thick *christopine* squash soup. Pineapples add the sweetness and cleanse the palate; brick-red *annatto* seeds are used for flavoring. The African influence is evident in the island's love affair with green bananas, boiled or sliced thin and fried. *Callaloo* soup is a creamy, rich blend of potato and spinach-like greens. Coconut-fried dolphin strips are a local specialty; *flan* or fruit-flavored ice creams are the inevitable dessert choices.

Spend a morning driving up the west coast; the road is tortuous, but the views are splendid. Many British forts dot the perimeter and are historically interesting sites. Sightseeing flights to the Lesser Antilles of Dominica, St. Vincent, Barbados and Martinique are other options, or sail aboard the three-masted yacht "Unicorn" that figured in the film "Roots." There is also deep-sea fishing or scuba diving by prior arrangement.

The Moorings Ltd. (813/ 530-5424), a Clearwater, Fla.-based yacht chartering company, offers boats and itineraries from its snug harbor in Marigot Bay (setting for the film "Dr. Doolittle"), near La Toc. Prices vary according to the size and type of boat rented.

Year-round tropical weather makes paradise: *St. Lucia*

And when your feet get tired, buy yourself a 10-trip ticket for about $12, then spend time making the tram loop around Helsinki until you get the feel for the layout. If you have only a few days, the must-sees in the city include the Sibelius monument, the Temppeliaukio Church built into a rock, the Olympic stadium and Eliel Saarinen's railway station.

Or take a two-and-a-half-hour train ride from Helsinki and visit Turku, the oldest city in the country. Finland's largest castle is there, as is a cathedral that dates from the 13th century. Rovaniemi is where you fly to have your picture taken with the sign that says "Arctic Circle." You also can sit on the lap of Europe's Santa Claus and tell him you want a round-trip ticket back to Helsinki put in your stocking next Christmas.

But there's no better place to assimilate the atmosphere than in the sauna. There are steam saunas, smoke saunas, old-fashioned wood-burning saunas and electric saunas with little fake rocks that sizzle. Your hotel will have a sauna, guaranteed, as will the cruise ships, some offices, and every Finnish home and weekend cottage. Public saunas are there for the truly needy or those who can't wait to get home to their own.

Depending on its location, amenities, the number in your party and the exchange rate, a sauna will cost from $5 at a public sauna to $60 at a nice hotel to $600 for the authentic smoke sauna at Hvittrask.

Helsinki is full of tactile delights. Creamy coolness meets your tongue at the *jaateloa* (ice cream) kiosks. On the Esplanaadi shopping boulevard you can handle Marimekko textiles and clothing, rub the hand-carved birch *Aarikka* figurines and touch the cool smoothness of the delicate Finnish crystal and ceramics. The yarn section in Stockmann's department store on Mannerheimintie holds thousands of Finnish mohair skeins just waiting to be shaped into the Nordic sweaters that grace much of Helsinki's populace.

Stockmann's has a variety of other native goods, including crystal, ceramics and wooden furnishings. They'll also ship them home for you. The Kalevala Koru at 25 Unioninkatu sells Finnish jewelry that replicates pieces excavated from long ago. Alvar Aalto lives on through his furniture, sold at Artek at 3 Keskuskatu.

If you go in the summer, shop early in the day. The Finns like to enjoy their sunshine, so many stores close as early as 4 p.m. and almost everything is shuttered by 6 p.m., with nothing open on Sunday.

Charming hotels abound in this country. You won't find the monstrous lobbies, room service, turbo elevators, king-size beds or Magic Fingers massagers that signify the American chain hotel. But what Finnish inns lack in plastic, they make up for in charm and warmth.

The Hotelli Torni (roll that *r*) is distinguished by the tall crenelated spires that gave it its name—the Tower Hotel. Not just a tourist hotel, it also sees a lot of activity from savvy business visitors to Helsinki, who appreciate its central location on Yrjonkatu just off Mannerheimintie. It is close to the railroad and bus terminals, several embassies, and unlimited shopping, entertainment and fine dining. It is the perfect mixture of hand-crafted charm and modern amenities—private bathrooms, color television, telephone and stocked refrigerator. You'll want to spend your morning at the complimentary breakfast buffet.

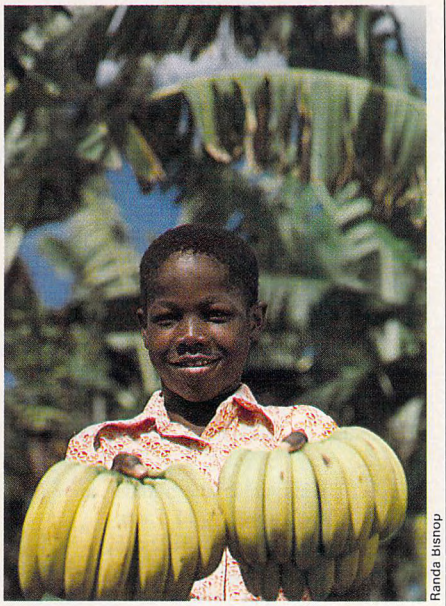
If you miss glitz, the Hotel Olympia at 2 Lantinen Brehenkatu has a bit more American-style sparkle. It's

St. Lucia is not known for its sparkling nightlife, but an assortment of cafes and bistros in Castries are open for evening entertainment. By all means take a taxi to the mountainside location of the Green Parrot Inn and sip a Green Hornet (rum, peppermint, coconut cream, pineapple juice) while enjoying the view of Castries Harbor. Further good dining: At Rodney Bay—The English Pub, Charthouse (waterside), Capone's and Eagles Inn.

Fortunately, St. Lucia is an island still stuck in a time warp, with its year-round greenery and the sultry, tropical weather. One never needs an excuse to visit.

American Airlines serves St. Lucia from Atlanta, Baltimore, Boston, Dallas, Miami, New York and other key US cities. With the completion of AA's hub in Puerto Rico, airline connections are now less than 45 minutes and St. Lucia lies but an hour beyond.

A limovan picks up arriving guests at Hotel La Toc and La Toc Suites (35 minutes from Hewanorra Airport). Rental cars are available from National;



Randa Bishop

An island blessed by nature: *St. Lucia*

a temporary St. Lucian driver's license is required ($12 at the airport). Roads are seldom marked, and maps are sketchy at best. Hiring a car and a driver is a common practice that avoids any confusion on the road.

La Toc Resort offers several choices of balconied accommodations. The main hotel houses comfortable, standard guest rooms and its own restaurant; the one- and two-bedroom suites are nestled in private settings around the 100-acre complex. The suites carry a higher per-night tariff. Bargain-conscious sun-goers will be interested in La Toc Suites' low season rates April 15 through Dec. 15; honeymoon and vacation packages are available. For reservations, contact Cunard Hotels and Resorts, 800/222-0939, or type GO TRAVEL at any CompuServe prompt for airline and hotel information.

Besides La Toc Suites on St. Lucia, Cunard Hotel and Resorts owns and operates Paradise Village and Beach Club, Barbados; Watergate Hotel, Washington, D.C.; the Ritz and Stafford Hotels, London.

Formerly special sections editor for The Houston Chronicle *and columnist for* The Omaha World Herald, *Pat Pugh is a free-lance travel writer based in Houston, Texas.*

known, too, for an excellent restaurant with a huge salad bar and food that includes traditional Finnish as well as more American-style beef dishes. The Olympia is located farther from the business heart of Helsinki, but is still easily accessible and not too far from the Olympic stadium with its statue of runner Paavo Nurmi, nine-time Olympic gold medal winner.

Spending just one week in Helsinki could cause a severe sensory system overload. Helsinki is your gateway to Finnish adventure: boating and sailing in almost 200,000 pristine lakes, camera-hunting bear in the northeast and moose or elk almost anywhere, or watching Lapplanders round up the reindeer. It is also your port of embarkation to points all across Northern Europe. An ocean cruise can take you in comfort and leisure from Leningrad's Hermitage Museum to Germany's Baltic beaches, Denmark's thatch-roofed dairies, Stockholm's high-tech centers and up into Norway's majestic fjords.

If time allows you but seven days and nights in Finland though, set aside some special time for Hvittrask. You'll need a morning to walk the woods and eat a meal of unmatchable simplicity, elegance and flavor. You'll need an evening to look out at the shimmering northern lights, and listen in the silence to the voices of the past and present telling you that this is Finland.

Maura J. Mackowski is a free-lance science and business writer who visited Finland as a guest of their government, celebrating the 350th anniversary of Finnish settlement in the New World. Her CompuServe User ID number is 71571,330

Speaking the Language: *Puhutteko Englantia?*

Almost everyone there speaks English, in part because few but the Finns speak their unusual and difficult language. Consequently, Finnish people are absolutely tickled when a guest does learn a few words. Here are a few indispensables:

Excuse me	anteeksi	AHN-take-see
Hello	hyvaa paivaa or just "paivaa"	HUH-veh PIE-veh
Goodbye	nakemiin	NAY-key-meen
Please	olkaa hyvaa	OHL-kah HUH-veh
Thank you	kiitos	KEY-tohs
Yes	kylla	KUHL-leh
No	ei	AY
I don't understand	En ymmarra	EN UM-meh-reh
I don't speak Finnish	En puhu soumea	EN POO-hoo SOO-oh-may-uh
Do you speak English?	Puhutteko englantia?	POO-hoot-teh-koh ENG-lan-tee-ah?
I want	haluaisin	HAH-loo-eye-seen
Men/Women	miehille/naisille	MEE-eh-heel-leh/NEYE-seel-leh

You'll do best confessing up front that you're an English speaking person. When you approach someone, say "hello," not "hi," because "hey" and "hi" are common greetings in Europe and the listener might start chattering at you in Finnish or Swedish.

L.O.W.Fare Makes Flying a Breeze

by Terri Stone-Conrath

A close friend has just announced that she is moving from Cleveland to Los Angeles. She turns to you with a look of expectation and asks if you would share the 2,400-mile car ride with her. You agree that there is potential for a great time, so you tell her you will think seriously about it. But then you remember that there is no such thing as a reasonably priced one-way ticket. And you have no intentions of hitchhiking home. What do you do?

To help travelers solve this problem, American Airlines' Eaasy Sabre (GO SABRE) has introduced a new feature to its network of flight, car and hotel reservations. Called the L.O.W. (Lowest One-Way) Fare, this feature enables you to view on a single screen all available one-way flights and fares. Eaasy Sabre accesses information on more than 600 airlines, with approximately 300 of those accepting reservations online.

All information on Eaasy Sabre is free (normal CompuServe connect-time charges do apply), and you can scan fares as extensively as you wish. To complete your reservations online, simply fill out a short, no-obligation application. You select your own password for secrecy. A free user's guide is mailed to you within a few weeks after applying.

Let's say your friend's target date to arrive in Los Angeles is Dec. 1. You decide to take three extra days of vacation to explore some of the city's tourist spots before heading home. That means you will be flying back to Cleveland on Dec. 6. Let's check L.O.W.Fare —keeping in mind that rates and availability are updated frequently.

To use L.O.W.Fare, type GO SABRE and select Option 4, "Access." From the next main menu, select Option 5 if you wish to complete an application, or Option 2 to move ahead to travel information and reservations. Select Option 1 for flights. This allows you access to the L.O.W.Fare section.

Unless you are already experienced at Eaasy Sabre's FAASTTRACK language—a form of shorthand for quick maneuvering through the system—follow the prompts that appear. Prompts ask for such details as departure city, destination, preferred time of take-off, number of passengers, seat class desired and if special meals are required.

Select Option 13. The first L.O.W.Fare screen display for L.A. to Cleveland on Dec. 6 looks like this:

```
**************************************
Available flights ...
  Flight  Leave          Arrive       M St  Eqp D
1 US 108 LAX  750A CLE 320P B    0 733 7
2 CO 296 LAX  945A CLE 526P B    0 733 N
3 CO1272 LAX 1220P CLE 800P L    0 733 7
4 US 708 LAX 1055P CLE 622A D    0 733 4
5 US2758 LAX  600A SFO 709A B    0 733 9
  US 116      740A CLE 319P B    0 733 7
Corresponding L.O.W. fare and rule ...
1 $ 259.00    Book in: K      KOA14P50
2 $ 259.00    Book in: K      KOA14P50
3 $ 259.00    Book in: K      KOA14P50
4 $ 259.00    Book in: K      KOA14P50
5 $ 425.00    Book in: B      B
                       B      B
For reservations, enter line number, or
 8 More L.O.W.Fare     11 Fares
 9 Change FLT request  12 Codes
10 First FLT display   13 Availability
**************************************
```

After selecting Option 8 and scanning through several more screens, you notice that there is an incredible variation in fares. Fares to Cleveland range from $149 to $698. The lowest fare in this case looks like a good choice: Eastern Airlines leaving L.A. at 9:20 a.m., connecting through Atlanta and arriving in Cleveland at 7:33 p.m.

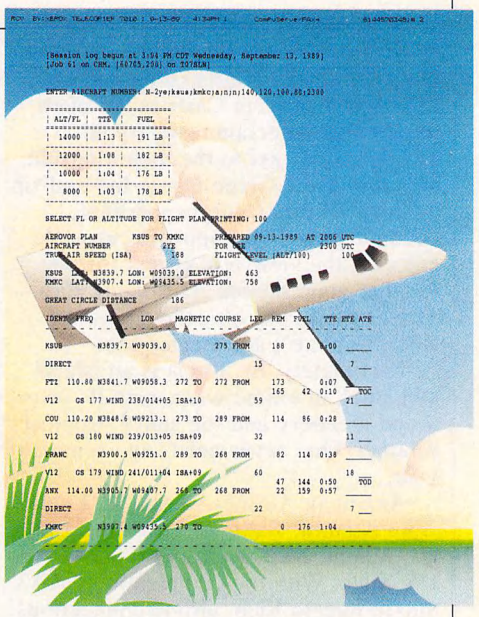
Once you have found the best one-way fare through L.O.W.Fare, you still have an opportunity to look for an even lower round-trip fare by using Eaasy Sabre's BargainFinder Feature. To access BargainFinder, you must be in the online reservations area. After completing the reservations process, you will have a last look at your reservations before they are confirmed. At that time, you will be prompted with the following:

```
**********************************
1 Price itinerary as booked (restrictions
may apply)
2 Price at lowest available fare (restric-
tions may apply)
**********************************
```

By selecting Option 2, you can ask the program to search BargainFinder for a round-trip discount fare that actually may be lower than the best one-way fare. In our scenario, $149 still turned out to be the best buy.

Remember that traveling, above all, should be filled with fun and adventure. So, the next time excitement comes calling, try Eaasy Sabre and L.O.W.Fare to find the best rate in the sky.

Terri Stone-Conrath is a free-lance writer based in Columbus, Ohio. Her CompuServe User ID number is 76004,1643.



Paul Montgomery

EMI Flight Plans Offer FAX Option

The latest enhancements to EMI flight plans and weather briefings include an automatic FAX capability and the addition of Standard Instrument Departures (SIDs) and Standard Terminal Arrival Routes (STARs).

EMI offers four flight plans: Aeronav, Aerovor, Aeroroute and Aerojet. Each of these surcharged programs produces a complete flight log and weather briefing for flights between any two points in the continental United States and southern Canada. Aircraft performance data and pilot information may be stored in advance and referenced by aircraft number. Pilots have been filing EMI flight plans directly into the FAA's computers since September 1988, with an acceptance rate of more than 99.9 percent.

The new FAX capability offers convenience to pilots away from home without access to a printer. By typing FAX at an early flight plan prompt, the pilot can direct the flight plan and/or weather briefing to a facsimile machine at the hotel, airport, or other location and obtain a hard copy.

SIDs and STARs may now be automatically generated by Aerovor and Aerojet or individually selected via Aeronav and Aeroroute.

EMI en route weather briefings consist solely of FAA and NWS reports, serving private, corporate, charter, airline, and military flight crews. For complete documentation on the new features and other aspects of EMI flight plans and weather briefings, type GO EMI-4.

Pilots Can Access DUAT Service Free

by Carole Houze Gerber

Pilots now have free access to Lockheed DataPlan Direct User Access Terminal (DUAT), a public service sponsored by the Federal Aviation Administration that provides automated flight plan filing and weather dissemination services. DUAT is part of a comprehensive National Airspace System modernization plan for improving air traffic control and airway facilities' services through the year 2000.

"A recurring theme throughout the plan is that the solution lies in greater use of automation, consolidation of major facilities and application of cost-effective technological solutions," according to Dan Woods, director of marketing for Lockheed DataPlan.

By the turn of the century, the majority of flight services will be provided directly to pilots through computer access rather than through phone calls to the technicians at the regional Flight Service Stations—most of which will be closed.

Woods lists these advantages to the FAA's modernization efforts in general and the DUAT service in particular:

- Automation and consolidation will allow better, more complete services at lower cost.
- DUAT provides pilots with comprehensive information and one-stop service.
- Improved aviation weather services through DUAT will increase safety and can be tailored to meet individual needs.

Another plus to DUAT, says Woods, is that both IFR and VFR flight plans can be filed. (IFR means Instrument Flight Rules and applies to flights that may be in clouds. Pilots flying VFR, Visual Flight Rules, are not required to have instrument ratings or radio navigation equipment but must remain clear of clouds at all times.)

"Right now, VFR filing is optional," Woods says, "and due to time delays in reaching Flight Service Station facilities, many VFR pilots simply don't file. We think DUAT will enable us to increase the percentage of VFR flights filed with the FAA."

Woods believes that the FAA's sponsorship of automating flight filing and the dissemination of weather information will not exclude many pilots. "The Aircraft Owners and Pilots Association recently completed a survey indicating that more than 70 percent of its members had access to a personal computer," he says. "Our own research shows that more than 50 percent of pilots/personal computer owners have communications capabilities. What we're looking at is somewhere close to 175,000 pilots who could begin using DUAT on day one if they chose to."

Lockheed DataPlan's free DUAT service is available to pilots on the CompuServe Information Service by typing GO AVIATION at any CompuServe prompt.

3 :24 :25 :26 :27 :28 :29 :30 :31 :32 :3

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Because when you make a stock transaction through Spear Securities on CompuServe, we'll pay for your online time charges and investment related software purchases. Every month, you'll get a rebate check for 12% of our already low commissions to pay for your eligible purchases.

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Sysgen's MAXI RD-Series

External Removable-Cartridge Drive

Sysgen Inc.
556 Gibraltar
Milpitas, CA 95035
408/263-4411
Fax: 408/263-2727

Computers: Apple Macintosh (Plus, SE-series and II-series); IBM PC-XT, PC-AT, IBM PS/2 and compatibles.
Operating Systems: Macintosh models should run System 6.0.2 or later (product is MultiFinder compatible); MS-DOS or PC-DOS systems run DOS 3.3 or higher.
Features: Single-drive removable-cartridge disk drive; available in an external (RD45e) model for Macintosh, IBM PC or PS/2 computers and in an internal (RD45i) model for IBM PC computers; uses 45MB removable Winchester rigid disk cartridge; access times of 7 milliseconds track-to-track, 25 milliseconds average and 42 milliseconds maximum; data transfer rates of 1.25 megabytes per second burst rate and 600 kilobytes per second sequential rate; external unit measures 4.75 inches wide, 11.0 inches deep and 7.25 inches high; external unit weighs 3.5 pounds; includes 25-pin to 50-pin SCSI interface cable, external SCSI terminator and one 45MB cartridge.
Options: Computer-specific interface kit is required ($80 for Macintosh computers, $195 for PC-bus computers, $250 for microchannel computers); $100 external 110-volt power supply required for computers not capable of providing drive power directly.
System used for test: Sysgen MAXI RD45e drive connected via SCSI port to 5MB Macintosh IIcx having FDHD diskette drive, 40MB hard disk, Apple Extended Keyboard, AppleColor High-Resolution RGB Monitor and 256-color Macintosh II Video Card; running System 6.0.3 and Finder 6.1.
Base Prices: $1,625 for external MAXI RD45e; $1,325 for internal MAXI RD45i; $175 per rigid disk cartridge; prices do not include required interface kit or optional power supply.

Reviewed by Ernest E. Mau

As a software pack rat, I have always favored removable-media storage systems over conventional fixed disks. Although cartridge drives usually don't achieve the data transfer speeds of fixed disks, I am willing to give up some speed to have inexhaustible storage. When one cartridge fills up, it takes just seconds to switch to another.

Furthermore, cartridge drives make it easy to organize applications. I can have a cartridge for word processing, another for graphics, another for databases, and so on. And I can devote cartridges to special applications such as running MS-DOS emulation software on a Macintosh. In general, cartridges are easier to handle than fixed disk partitions.

As a bonus, cartridges make excellent backups for fixed disks. Instead of wasting hours swapping diskettes, one unattended pass with a good backup program and a high-capacity cartridge can do the job quickly.

Sysgen's MAXI RD45 Removable High Speed Winchester Disk System is a first-class drive that uses the same cartridges as many other 45MB drive systems. Cartridges are even available from mail-order houses, often advertised at $100 apiece or less.

The external MAXI RD45 can interface to Macintosh or IBM-compatible computers, but extra-cost interface kits are required. For a Macintosh, the drive connects to the SCSI port or daisychains from another SCSI device. An IBM-compatible computer must use a special interface card that provides SCSI and power ports. Drive power can come from the external diskette drive connector of a Macintosh Plus or SE, a special power connector installed on a Macintosh II or a power connector on the IBM-compatible card. I use Sysgen's optional external power supply, but I've been informed that a drive with an internal power supply will be available late in 1989.

The drive comes with a 25-pin to 50-pin SCSI cable for connecting to an SCSI computer port. Connecting to another SCSI device may require that a 50-pin to 50-pin cable be purchased separately.

I didn't use the IBM-compatible interface kit because my computers are frozen at DOS 3.1, while Sysgen strongly recommends DOS 3.3 or 4.0. Users of odd MS-DOS implementations should check with Sysgen since there are some incompatibilities with operating systems such as Compaq DOS 3.2, Wyse MS-DOS 3.21 and Sysgen Pro-System MS-DOS 3.30.

I was seeking a cartridge drive for a Macintosh IIcx, having quickly filled its internal 40MB drive. I have had no problems with the drive. Its 25-millisecond average access time is slower than the computer's internal hard disk, but not annoyingly so. Actually, that is a good access time considering that it doesn't require memory caching. It can take a few extra seconds to load a large application from the MAXI RD45, but that hasn't been critical in my applications.

Formatted for a Macintosh, an RD45 cartridge provides 42.6MB of storage space, not the 44.4MB promised in the specifications. I am not sure where the other 1.8MB went, but it is probably some system overhead.

RD45 disk activity is audible, though no louder than the internal hard disk of a Macintosh. I can hear it well enough that I do not have to watch the drive's indicators except when ejecting a cartridge. There is a specific sequence of events needed to safely eject and start cartridges, and the drive's lights provide the prompts. But the unit is well interlocked, making it virtually impossible to physically remove a spinning cartridge and thus damage the media.

A Sysgen utility program provides basic routines for installing the drive, erasing cartridges, testing media and examining or editing a cartridge's defect list. A few surface defects may be found on a cartridge, but they are safely locked out of use by the defect list. Be careful about editing the defect list. I tried removing a defect and almost lost use of the entire cartridge. It took dozens of attempts before that cartridge would reformat.

The RD45 had no unexpected quirks. What pleased me most was that, unlike a previously reviewed Iomega Bernoulli Box II/44, the RD45 did not shut down when a Macintosh restart command was issued. Operating as a hard disk, not an oversized diskette, it kept working without interruption.

The RD45 exhibited high reliability. After months of continuous use as a primary drive, I had not lost any data, and disk surface tests detected no new defects. It also proved compatible with all software capable of running from a hard disk, including ALSoft's DiskExpress optimization program.

I have no complaints about the RD45. It fits my needs perfectly and is a drive I would want permanently in my system.

Ernest E. Mau, a full-time free-lance writer and Online Today *reviews editor, is based in Aurora, Colo. He is the author of several books and more than 500 articles on personal and business computing products and applications.*

GO OLI for more information.

ComicSetter

Simplifies Comic Book Layouts

Gold Disk, Inc.
P.O. Box 789
Streetsville, Mississauga
Ontario, Canada L5M 2CZ
416/828-0913

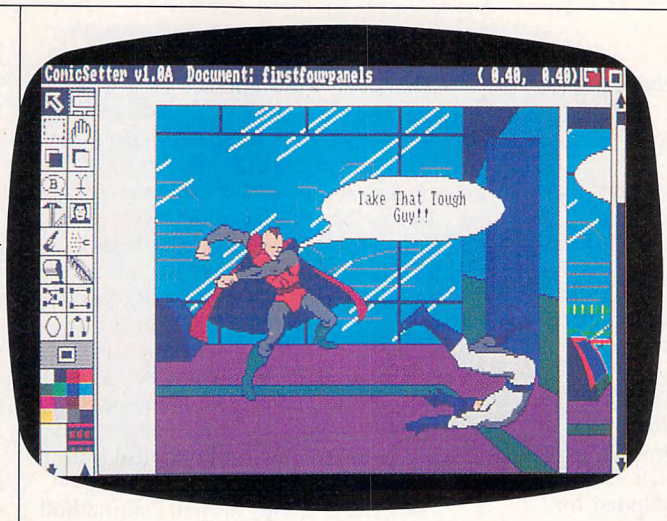
Computer: Commodore Amiga
Operating Systems: AmigaDOS, WorkBench.
Media: Supplied on 3.5-inch diskette; requires at least one diskette drive.
Recommended Peripherals: Color monitor; second 3.5-inch diskette drive; RAM expansion to at least 1 MB; printer.
Optional Items: None.
System used for test: Commodore Amiga 2000 with Commodore Amiga Enhancer Software, Commodore Amiga Version 1.3 KickStart ROM, Sony CPD-1302 Monitor, Chinon 3.5-inch internal diskette drive, SupraDrive 45MB Hard Disk with AutoBoot interface card, Progressive Peripherals and Software ProRAM 2000 expansion card with 4MB of RAM, Wico Command Control Trackball and Joystick, Practical Solutions Mouse Master, SupraModem 2400zi and Epson RX-80 F/T+ printer.
List Prices: $99.95 for ComicSetter; $34.95 per set for Funny Figures, Science Fiction and Super Heroes Comic Art Modules.

Reviewed by Cheryl Peterson

ComicSetter is designed to simplify the process of creating comic book page layouts and most resembles a desktop publishing system that has been optimized for the comic enthusiast. It offers page layout tools to define page size, page margins, panel size and gaps between panels. Panels can be created individually as needed or all at once using an autopanel creation feature, and panels can be resized, rescaled and moved at will.

Automatic page sizes offered include standard, legal, A4 and A6. In addition, custom page sizes can be created provided they are less than 1,008 by 1,008 pixels. With its disk-caching system, ComicSetter should be able to create comics with many pages, limited only by the amount of disk space available.

ComicSetter includes simple drawing tools that can create figures and backgrounds for use in the comics, but it also can import graphics from any painting program that supports the IFF file format. Since almost all Amiga graphics packages use IFF, most Amiga users will have at least one program that can create images for ComicSetter. However, ComicSetter will not import HAM graphics, so images created with Photon Paint or DigiPaint may need to be converted to standard IFF format before they can be imported. Several commercial programs will do this; NewTek's Transfer 24 tool included in their DigiView and DigiPaint 3 products provides a quick way of accomplishing this.



Simplifies comic layouts: *ComicSetter art module*

Structured graphics objects created within ComicSetter require less memory than imported bit-mapped objects. Unlike bit-mapped graphics, the structured graphics do not distort when they are resized. Bit-mapped graphics tend to lose resolution when scaled to new dimensions.

For those who do not already have a painting program, Gold Disk includes some graphics on a second disk that comes with the program. Gold Disk also offers three disk sets that contain backgrounds and figures that can be incorporated into comic pages. These sets each contain a Characters disk, and a Backgrounds and Props disk, all using ComicSetter's structured graphics. The images can be modified from inside ComicSetter using either bit-mapped or structured graphics tools.

A Bezier tool is not often found in non-CAD graphics programs for the Amiga, but ComicSetter offers such a tool in both bit-mapped and object-oriented drawing modes. Although each Bezier object is limited to four points, the objects can be linked to create complex figures.

ComicSetter would be useless without text modification tools, so the program makes it easy to put text into panels. With the balloon tool, it is simple to put words into characters' mouths. The program comes with some special fonts designed for comics work. Text can be entered in normal, bold, underlined or italic styles. Justification can be set left, right or center, which is very useful for positioning text in the balloons.

The balloons are among the neatest features of the program. They are defined as objects, so they can be modified after text has been entered. Creating and repositioning the little tails is remarkably easy. Text inside the balloon is defined as a separate object and can be modified independently. Since the size of the text object can be changed without changing the size of its balloon, it is easy to incorporate a margin around ballooned text. There are several styles of balloons, and these can be defined before creation to determine whether they are smooth or jagged. If they have jagged edges, the number of peaks on the outer edge and the "height" of those peaks can be defined.

At first, I had a slight problem with one of my backgrounds "distorting" when I redefined a balloon. But I obtained an upgrade disk from Gold Disk and was not able to reproduce this problem after installing the new disk.

I had a great time playing with this program, and it made me wish that I had the artistic ability to really create comics that would be commercially viable. ComicSetter has some great tools and great flexibility. While the $99 price tag may seem high, I paid just $70 for it through a discount dealer and consider the program well worth that amount. Discounted art modules cost me $25 and for a non-artist, they were a blessing.

GIF illustrations for this review can be found in the *Online Today* Readers' Forum (GO OLTFORUM) Library 6.

Cheryl Peterson, a free-lance writer from Miami Beach, writes reviews for several computer magazines. Her CompuServe User ID number is 72366,2645.

GO OLI for more information.

Superbase 2

A Super Windows Database Manager

Precision Inc.
8404 Sterling St., Suite A
Irving, TX 75063
214/929-4888
Fax: 214/929-1655

Computers: IBM PS/2, PC-AT, Compaq Deskpro 386 and 100 percent compatibles; also operates on IBM PC-XT and 100 percent compatibles.
Operating System: PC-DOS or MS-DOS version 3.0 or higher.
Media: Supplied on four 5.25-inch 1.2MB and seven 3.5-inch 720K diskettes (order form included for 360K disks that will be supplied if high density diskettes are returned); requires one diskette drive and a hard disk.
Copy Protection: None.
Required Peripherals: Hercules Graphics Card, Compaq graphics adapter, CGA, MCGA, EGA, VGA, or other graphics card compatible with Microsoft Windows.
Other Requirements: Minimum 640K RAM; Microsoft Windows (Superbase 2 includes runtime Windows/286).
Optional Items: EMS card supporting Lotus/Intel/Microsoft 4.0 specification; Microsoft, Logitech, Mouse Systems or other mouse compatible with Windows/286; supports 80287 and 80387 math coprocessors.
System used for test: 640K Sharp PC 7241 portable with built-in monochrome CGA monitor, one 1.2MB diskette drive, one 40MB hard disk, Microsoft Serial Mouse and Hewlett-Packard LaserJet Plus printer.
List Price: $295

Reviewed by Harry Green

Superbase is back. Not that it disappeared completely, but in its previous incarnation it operated under Gem/Desktop and was handled in the United States by a different company. Now Superbase 2 operates under Microsoft Windows while retaining many of its original characteristics. A runtime Windows/286 is included, so it isn't necessary to own Windows to use Superbase 2. But the runtime version doesn't support all Windows features.

Superbase 2's database can be displayed in any of three views: Record, Table and Page. The Record View lists field names along the left of the screen, with corresponding data entries to the right. Records are scanned with keys or scroll bars. This view results when the database is initially created.

The Table View appears as a spreadsheet. The work area is 273 columns wide, so to view a large database it is necessary to filter out unwanted columns and scroll with keys or mouse.

In the Page View, each field is independently positioned to make a data entry form. The Page and Record Views are identical when a database is first created, but the Page View is rearranged to suit the operator's preferences by dragging fields to new positions with the mouse. It also is possible to use the keyboard for any operation that can be done with the mouse, but the keyboard is clumsy.

Superbase 2 uses an unusual method of browsing through the database. A row of mouse-selected icons representing the buttons on a VCR or tape recorder is displayed across the bottom of the screen. The center button selects the current record. Buttons to either side of center select the next and previous records. Next to these are fast-forward and rewind buttons that scroll until the end of file is reached or the stop or pause buttons are clicked. A query button is shown as a question mark icon, and a button labeled with an equal sign (=) is used to filter fields for a query.

When the filter button is selected, a two-pane window opens. The window's left side lists the fields in the database. The other side contains 16 filter operators such as "less than," "equal to" and "like" that are used for developing a search argument. An entire query can be entered manually or structured with the mouse. This process results in a query that is syntactically valid, but someone acquainted with structured query language (SQL) will find the syntax somewhat different from the SQL standard.

For anyone who knows Windows, using Superbase 2 is almost instinctive. To create a database, the file menu is pulled down and the "New" entry is selected. Fields are named in a dialog window, which is one of Superbase 2's principal features. Within this window the field is named, defined as text, numeric or date, and other variables are entered to set the field length, to define calculation options and to specify whether the field is optional or required. As fields are added, the window shows their characteristics. When definition is complete, indexed fields, by which the display is sorted, are entered in another dialog window.

Superbase 2 imports data from ASCII, dBase DBF, Lotus WKS and WK1, DIF, Logistix LGX and Excel XLS files. I created a database for a buyers' guide I'm writing and imported ASCII data easily from my word processor by inserting commas. Superbase 2 exports to the same files and can integrate separate text and image files. Image types supported include IMG, PCX, TIF and WMF.

A communications facility also is included. The built-in communications program supports three error-correcting protocols and speeds from 300 to 19,200 bits per second.

Few database management systems are as easy to use as Superbase 2, but many applications need a more powerful database management system engine. Except for simple name and address lists and for inventories, most databases require relational capability, which can link separate files through a common field. Superbase 2 has a form of relational capability that the manual calls "multi-file," but it falls short in some important ways. For example, it is impossible to enter data into more than one file at once, and the program does not permit browsing through linked files. The manual refers frequently to a forthcoming Superbase 4, which promises to be a full relational DBMS that may be worth waiting for.

For simple lists, Superbase 2 is highly recommended, particularly for Windows enthusiasts. For complex databases that require procedural languages for customized forms and reports design, purchase one of the more powerful DBMS packages such as dBase or wait for Superbase 4 to arrive.

GIF illustrations for this review can be found in the *Online Today* Readers' Forum (GO OLTFORUM) Library 6.

Harry Green is a free-lance writer from Portland, Ore. He writes about telecommunications, office automation and personal computer-related topics. His CompuServe User ID number is 70007,431.

GO OLI for more information.

More Software Reviews

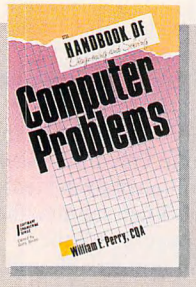
The following software reviews and more are available this month in *Online Today Daily Edition* (GO OLT-230).

QuarkXPress 2.1 Desktop Publisher
Manufacturer: *Quark Inc.*
Computers: *Apple Macintosh.*

DiskExpress Disk Optimizer
Manufacturer: *ALSoft Inc.*
Computers: *Apple Macintosh.*

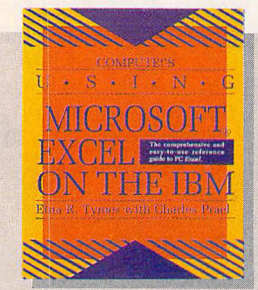
Online Book Reviews

Following are summaries of book reviews available for reading this month in *Online Today Daily Edition*. To read the complete reviews, type GO OLT-240 at any CompuServe Information Service prompt.



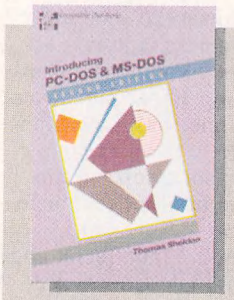
Handbook of Diagnosing and Solving Computer Problems
By William E. Perry
TAB Books, 1989
255 pages, $16.95 (softcover)

An almanac of suggestions for analyzing and curing computer glitches, this book is geared for managers of large computer systems. Reviewer Harry Green notes the author's relaxed style informs without preaching and guides the reader through the symptoms and causes of computer problems to a prescription for solving them.



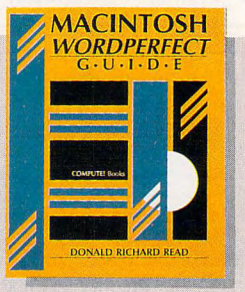
Compute!'s Using Microsoft Excel on the IBM
By Elna R. Tymes with Charles Prael
COMPUTE! Books, 1988
390 pages, $24.95 (softcover)

Reviewer John Edwards is impressed with this tutorial and reference guide, particularly with how well the authors appeal to both novice and experienced Excel users without intimidating or boring either group. Practical ways to solve typical Excel problems are presented as well as methods readers can use to enhance their productivity.



Introducing PC-DOS & MS-DOS (Second Edition)
By Thomas Sheldon
McGraw-Hill Book Co., 1989
402 pages, $27.95 (hardcover)

Reviewer James Moran praises this updated version of an outstanding computer book, which covers current information on the most popular operating system. Featured are tutorials, specialized information and more tips and tricks than even most programmers know.

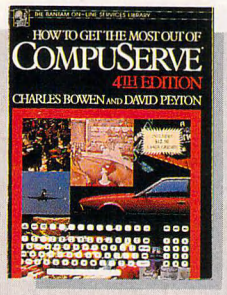


Macintosh WordPerfect Guide
By Donald Richard Read
Compute! Books, 1988
321 pages, $21.95 (softcover)

Although this book will do nothing for those who use WordPerfect on both Macintosh and DOS machines, it will benefit Mac-only users who want information on a heavy-duty word processor. Reviewer Lindsy Van Gelder says that the author's humorous style, unusual examples and excellent tips will be especially helpful to novices.

Using Crosstalk Mk. 4
By Tom Anderson
Scott, Foresman and Co., 1989
249 pages, $19.95 (softcover)

While this book offers an excellent explanation of the Mk. 4 command mode, reviewer James Moran urges Crosstalk users to save their money and consult the product manual instead.



How to Get the Most Out of CompuServe (Fourth Edition)
By Charles Bowen and David Peyton
Bantam Books, 1989
494 pages, $21.95 (softcover)

HTGTMOOC, as it is affectionately known, is ideal for new CompuServe users. This latest edition will aid even seasoned online veterans with its witty explanations of the latest CompuServe products. Reviewer Paul A. Gilster praises the authors for taking readers on an online adventure with insight and engaging humor.

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Com Port Selection

The PM 2400 internal half-card modem from Practical Peripherals has been enhanced to support Communication Ports 1 through 4, simplifying the computer configuration process.

Selection of ports is made using switches accessible through the rear of the computer. Identification of the switch functions is printed on the adjacent, visible bracket. The modem is 100 percent Hayes compatible and features automatic adaptive equalization for consistent, error-free transmission. The retail price is $189.

For information, contact Practical Peripherals (GO PPI for more information), 31245 La Baya Dr., Westlake Village, CA 91362; 818/706-0333.

Voice/Data Switch

Fax Line Manager from Technology Concepts Inc. is a voice/data switch that automatically routes and sends voice, fax and modem calls over a single phone line.

The unit allows users to send and receive facsimile copies, send and accept messages from computer modems, and place and answer phone calls over a single telephone line. Fax Line Manager connects directly to an existing phone line, acting as a gatekeeper to incoming calls. The retail prices range from $199 to $299.

For information, contact Technology Concepts Inc., 951-2 Old County Rd., Suite 150, Belmont, CA 94002; 415/349-0900; 415/578-0892 (fax).

PC-to-PC Transfer

Face Technologies Inc. has introduced FaceCard, a PC-to-PC transfer card that allows businesses to send and receive data and documents automatically without power.

This software-driven communications board is designed to fit in an open slot on any IBM PC, PC-XT, PC-AT or compatible computer. FaceCard allows business users to schedule the transfer of information for a designated time of day, such as the evening when phone rates are lowest. The retail price is $699.

For information, contact Face Technologies Inc., 3711 Plaza Dr., Suite 1, Ann Arbor, MI 48108; 313/662-8008; 313/662-5904 (fax).

PC Calculator

MacroCalc from Anderson Consulting and Software is a calculator for IBM PC-compatible computers running Microsoft Windows.

The program takes advantage of the Windows interface and calculator-style operation to create an easy-to-use calculation system. Pull-down menus and redefinable buttons provide math, finance, statistics, unit conversion and scientific functions. A tape window records calculations for review, filing, editing or printing. The retail price is $127.

For information, contact Anderson Consulting and Software, P.O. Box 40, North Bonneville, WA 98639-0040; 800/733-9633 (orders) or 509/427-5335.

File Manager

Treeview from Magee Enterprises Inc. is a powerful hard-disk/file management utility that allows users of IBM PC or compatible computers to organize files with just a few keystrokes.

Treeview performs all the standard file and disk management functions needed in a file manager, allowing users to accomplish such operations as copying, moving and erasing files. Several advanced features include the ability to display up to six directories or drives simultaneously, full mouse support, 30 user-defined function keys and more. The retail price is $50.

For information, contact Magee Enterprises Inc. in the PC Vendor A Support Forum (GO PCVENA) at 76004,1541 or P.O. Box 1587, Norcross, GA 30091; 404/446-6611; 404/368-0719 (fax).

Diskette Wallets

Computer Coverup Inc. has introduced the Executive Series diskette wallet made of black, simulated snakeskin material.

Available in two sizes for 3.5-inch diskettes and 5.25-inch disks, the wallet is secured with velcro enclosures and fits conveniently into a backpack, briefcase or coat pocket. Nylon wallets in four colors are also available.

For information, contact Computer Coverup Inc., 2230 S. Calumet, Chicago, IL 60606; 800/282-2541 or 312/326-3000.

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Guidelines to Requesting Information Through OLI

Online Inquiry

Online Inquiry is *Online Today*'s electronic version of the traditional reader inquiry card. To request additional information about products or services described in *Online Today*, simply access CompuServe and type GO OLI at any prompt.

CompuServe Page OLI-1
ONLINE TODAY ADVERTISERS
ONLINE INQUIRY (OLI)
1. OLI Instructions
2. Online Today Display Ads
3. Print Edition Reviews
4. Shopper's Guide Mini-Ads

Display Ads

GO OLI-160. Inquiries to this section will be followed by a brief description of the *Online Today* ad. To request additional printed information, simply enter your name and address at the prompts. OLI will add your User ID number and electronically forward your request to the appropriate advertiser(s). The names, addresses and User ID numbers will also be forwarded via US Mail at the end of each month.

CompuServe Page OLI-160
ONLINE TODAY ADVERTISERS/OLI
1. Nov. 1989 Advertisers
2. Oct. 1989 Advertisers
3. Sept. 1989 Advertisers

Editorial Articles/Reviews

At the end of each electronic version product review, you'll be asked if you wish to request further information through the Online Inquiry system. A "yes" response will let the system prompt you for your name, address and other information so that your request can be forwarded to the appropriate company. If you respond "no," the system will return you to the previous menu.

To request information about products reviewed in the print edition, GO OLI-280 and select the appropriate listing, such as November Hardware Reviews. At the next menu, select the product you're interested in. If you answer "yes" at the question prompt, the OLI system will prompt you for the necessary information.

Requests to these sections will be stored and forwarded by traditional mail once each month.

CompuServe Page OLI-280
REVIEW LISTINGS/PRINT EDITION
1. Nov. Hardware Listings
2. Nov. Software Listings
3. Nov. New Product Listings

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GO OLI-70 to get information about *Online Today*'s mini-ad program.

To request information from Shopper's Guide advertisers, follow the instructions outlined in each ad.

CompuServe Page OLI-70
SHOPPER'S GUIDE
1. About Shopper's Guide
2. Rates and Information

***Note:** Additional requests during the same session will not require you to re-enter your name and address.

UPDATE

Microsoft's Bill Gates in Convention Center Conference

Take a rare opportunity to talk with industry leader Bill Gates, founder and CEO of Microsoft Corp. Gates will address conference participants' questions on Monday, Nov. 20, from 8 p.m. to 9:30 p.m. EST in the Convention Center. GO CONVENTION

***Online Today* Congratulates Anniversary Trivia Quiz Winners**

The grand-prize winner, William Jordan of Menlo Park, Calif., won a Shure SM57 Microphone from Music Alley Online and a $100 connect-time credit. Stanley H. Roth of Canyon Country, Calif., won first place and Hector J. Champagne Jr. of Webster, Mass., won second place. Third place was awarded to Tony A. Ogunsanya of Boston, Mass.; Jerome M. Ginsburg of New York, N.Y.; Ed Dasher of Carlisle, Pa.; and Michael H. Abramsky of Lincolnshire, Ill. In addition, 43 members won fourth-place prizes. A complete list of Anniversary Trivia Quiz winners and prizes is available online. GO OLT-80

IBM File Finder Updated

Access the IBM File Finder keyword-searchable database for up-to-date files in participating IBM-related forums, which include the new IBM Bulletin Board Forum (GO IBMBBS). The IBM Bulletin Board Forum contains bulletin board programs, utilities, door programs and discussions about bulletin board operators and users. File Finder enables quick searching of IBM forums by a file's keywords, name, type, extension, submitter's User ID number, submission date and forum name. GO IBMFF

Free Gift with Purchase at Push Pedal Pull Fitness

Push Pedal Pull Fitness offers the *What are You Looking for in a Workout* video that covers the benefits of regular exercise, stretching, strength training, diet and more—a $14.95 value—free with any $50 purchase. In addition, specific information on treadmills, skiers, rowers, climbers and exercise bikes is available. Precor is offering a $100 manufacturer's rebate on its 718E Climber, available at Push Pedal Pull for $349 with an electronic coupon. GO PPP

Forum Library Software Features Short and Long Displays

Forum members can now search for files using Short or Long display, allowing more flexibility in retrieving file information. Short display features the file's name, type, size, 50-character title description and upload date. Long display contains the file's name, size, title and full description, keywords, upload date, submitter's User ID number and number of times the file has been accessed. Members can select Short or Long display by setting their forum user options for library display or by appending /SHORT or /LONG switches to library commands. For example, type BROWSE/SHORT or BROWSE/LONG.

Save on Selected IQuest Business Databases in November

During November, save $7 off the $16 search charge for using D&B International Dun's Market Identifiers to find financial and descriptive information covering more than 450,000 public and private companies worldwide. Also save $6 off the $15 search charge for using D&B Canadian Dun's Market Identifiers to find information on more than 350,000 Canadian companies, including branch offices and subsidiaries. Both files contain company names, addresses, phone numbers, business lines and size, and officer information. They are uniquely useful for obtaining information on overseas customers, suppliers and business partners. Connect-time and other IQuest charges, including charges for other D&B files, remain in effect. GO IQUEST

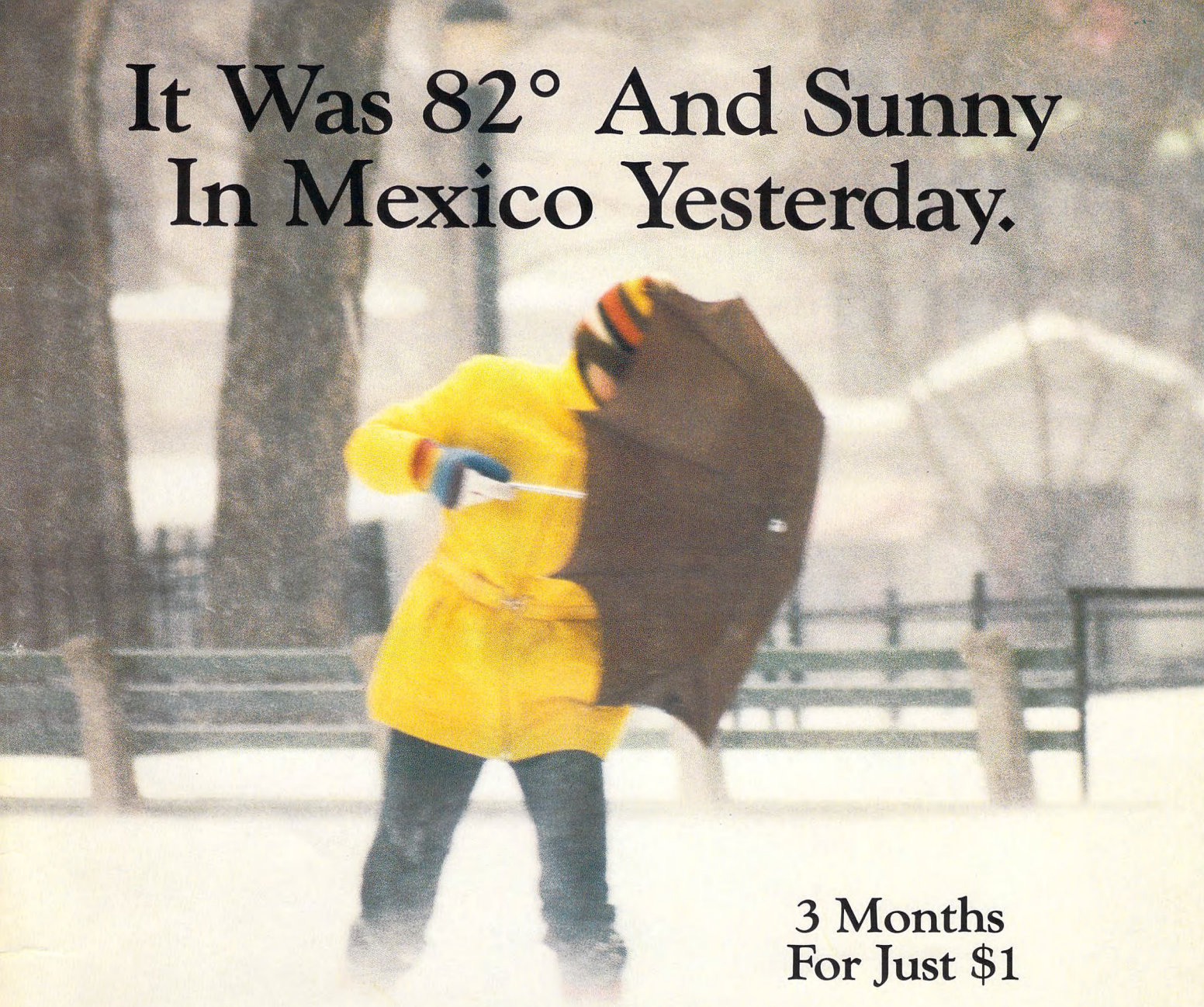
More Companies Provide Support in Vendor Forums

Contact TurboPower Software in PC Vendor B Forum (GO PCVENB), Precision Software in the Atari Vendor Forum (GO ATARIVEN), Innovative Concepts in Atari 8-Bit Forum (GO ATARI8) and Fox Software in Apple Vendor B Forum (GO APVENB).

Investext Company and Industry Analysis Reports on CompuServe

Investext reports are written by professional research analysts at more than 50 major brokerages, investment banking and research firms worldwide. They provide necessary information for personal and professional investment decisions. Investext carries transaction charges. GO INVTEXT

It Was 82° And Sunny In Mexico Yesterday.



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4. Confirm the information displayed.

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